ALISA FRIK, Ph.D.

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PRIVACY UX RESEARCHER

Technical expert with mixed-methods research experience in privacy and security. Skilled in building a deep understanding and prioritization of user problems and finding strategic and effective solutions that address user, business, and compliance needs, provide transparency alongside great user experience as a competitive advantage, and build user trust in technologies.

- mixed methods research
- interviews
- focus groups
- usability testing
- diary studies
- surveys
- lab and field experiments
- participatory design studies

EXPERIENCE

WhatsApp (Meta Platforms, Inc.), Menlo Park, CA   **June 2021–November 2022**
Senior User Experience Researcher in Privacy

Led end-to-end strategic mixed-methods UX research to address user privacy and compliance needs of 2.5B global users on WhatsApp consumer app.

- Elevated WhatsApp's privacy-aware design framework by collaborating cross-functionally to develop privacy product strategies, segmentation, metrics, and roadmaps resulting in faster response to changes in regulatory requirements and avoiding penalties, as well as increase in users' privacy perceptions based on survey results. Drove alignment across key stakeholders and leadership.
- Introduced research programs, methods, and criteria for scaled and rapid evaluation of privacy disclosures that reduced research cycle time by 8 times and saved ~$50K of budget per research iteration.
- Guided product designers to incorporate privacy into the settings, features, and in-app communications, resulting in positive media coverage and improved user experience and transparency, based on user testing results.

International Computer Science Institute & UC Berkeley, CA   **September 2017–June 2021**
Concurrent appointment at a non-profit research organization ICSI and University of California Berkeley
Research Scientist, Usable Privacy and Security research group   2017 Sep - 2021 Jun
Postdoctoral Researcher, Electrical Engineering & Computer Science   2018 Jun - 2021 Jun

Led full-cycle research projects, solicited funding, mentored students.

- Published 25+ peer-reviewed academic papers that have been cited 430+ times.
- Obtained 10+ research grants, including 2 prestigious $1,2M NSF grants.
- Presented, reviewed for, and has been an Associate Chair and Program Committee member for top-tier HCI and privacy and security conferences, including IEEE S&P, CCS, USENIX Security, ACM CHI, PETS, SOUPS, etc.

ADDITIONAL RELEVANT EXPERIENCE

Carnegie Mellon University, Pittsburgh, PA (remotely)   2017 Apr - 2017 Sep
Contract Researcher
Conducted field experiment and data analysis, contributed to publication.

EDUCATION

PhD in Economics and Management   2013 Oct - 2017 Apr
(Specialization in Behavioral and Experimental Economics and Privacy)
University of Trento, Italy
School of Social Sciences

Visiting PhD Student   2015 Sep - 2016 Jul
Carnegie Mellon University, Pittsburgh, PA
The H. John Heinz III College of Information Systems and Public Policy

Specialist degree in Management (**Bachelor's + Master's degree** equivalent), 2008 Sep - 2013 Jun
diploma cum laude, GPA 5.0/5.0
Omsk State Transport University, Russia
Institute of Management and Economics

HONORS AND AWARDS

- TIM - Telecom Italia full-time PhD scholarship
- Erasmus Mundus MULTIC Program Mobility Scholarship
- Center for Long-Term Cybersecurity Honorarium
- Center for Technology, Society, and Policy Fellowship

PROFESSIONAL DEVELOPMENT

- Product Strategy
- Graphic Design
- Communication Skills
- Effective Leadership
- Participatory Design
- Workshop Facilitation

LANGUAGES

- Russian (Native)
- Spanish (basic)
- English (fluent)
- French (basic)
- Italian (fluent)
- German (basic)