

# ANDREW WARR



Product and research leader with a Ph.D. in Computer Science and a proven 18-year track record of launching delightful and innovative products at hyper-growth companies used by billions of people. Known for building, coaching, and leading high-performing teams exceeding company engagement and performance benchmarks. An expert at bridging business and product strategy with user needs to accelerate company growth and customer satisfaction.

## WORK EXPERIENCE



### **Director, Portfolio Research & Insights, Dropbox** June 2023 - November 2024

*Product launches: Dropbox, Dropbox Dash*

- Led a cross-functional research team of 12 FTEs across design, marketing, operations, and quantitative research, achieving an 83/100 employee satisfaction score—outperforming 60% of company benchmarks and 70% of design organization metrics.
- Developed a comprehensive brand positioning strategy across the Dropbox product portfolio, resulting in a significant increase in the likelihood to trial and recommend Dropbox products.
- Architected Dropbox's first customer segmentation framework, endorsed by the CEO and executive team, which became the cornerstone of the company's GTM strategy and product prioritization.
- Led the synthesis of past analyses and research to identify key market opportunities and challenges, directly informing executive planning and strategic initiatives.
- Revolutionized research operations sponsoring an initiative to implement an LLM-powered insights platform, reducing analysis time from hours to seconds while maintaining 90%+ accuracy and democratizing access to customer insights.
- Launched innovative customer connection programs engaging executives and employees with customers, driving a 17-point increase in the company's customer-centricity metric.



### **Director, Research, Airtable** September 2020 - December 2022

*Product launches: Airtable*

- Founded and scaled a high-performing research team to 21 FTEs across marketing, operations, and user research functions. Directly recruited 15 team members including 5 managers, 3 of whom were promoted. Achieved top-quartile employee engagement scores (83/100).
- Spearheaded a company-wide strategic pivot to focus on marketing and product operations use cases leading a qualitative and quantitative research initiative in collaboration with cross-functional partners.
- Exceeded an annual company goal to launch 25 product improvements, 2 of which I implemented and launched myself, sponsoring an initiative that identified 75+ usability issues.
- Informed Airtable's flexibly connected return-to-work plan partnering with the Chief People Officer and her team to conduct employee research.



### **Director, Research, Uber** March 2018 - June 2020

*Product launches: Uber, Uber Eats, and Uber Works*

- Led a company-wide initiative that drove a \$66M projected ARR increase through a redesign of the Uber app combining multiple lines of business, resulting in measurable increases in user awareness, trial, and engagement.
- Saved an estimated 1,000 hours of work annually developing a service to automatically scrape insights, facts, and opportunities, as well as associated metadata, storing it in a repository to make insights discoverable across the entire company.
- Automated the analysis and visualization of customer reviews training a neural network with 88% accuracy.



### Head of Research, Instagram March 2014 – March 2017

Product launches: Instagram, Bolt, Boomerang, Layout, and Stories

- Founded and led a high-performing research team of 16 researchers, developing 2 into research managers, and accelerating career growth for 25% of the team through promotions.
- Pioneered "Rolling Research", a rapid research methodology adopted across Facebook's global research organization, while reducing costs by 80% and improving quality.
- Launched Instagram Stories which had 250M daily active users in the first year leading research with the Instagram leadership team.



### Senior User Experience Researcher & Manager, Google July 2010 – March 2014

Product launches: Chrome, Chrome for Mobile, and Chrome OS

- Increased performance and reduced memory consumption in Chrome and Chrome OS developing and patenting (US8341519) an algorithm to manage tabs.
- Launched and patented (US20150052473) a tab and window manager for Chrome OS, which was empirically shown to improve the efficiency of window management over competitors, the results of which were published at CHI 2016 (14.5% acceptance rate).
- Informed hardware and software decisions for Chrome OS and Chromebooks leading 5 cross-functional teams to gather feedback from consumers, students, and teachers across the US during the Chromebook pilot program.



### User Experience Researcher, Microsoft October 2007 – June 2010

Product launches: Visio 2010 and the Global Experience Platform for Office 2010

- Created the first process for conducting user experience research at the Microsoft Canada Development Center.
- Saved 100+ people-hours per testing cycle by developing a service to automate the provisioning of remote usability testing.
- Developed a social media listening tool – Sylvester – for the Office 2010 beta using the Twitter API and a sentiment classifier created by Microsoft Research.



### Research Fellow, Oxford e-Research Center, University of Oxford October 2006 – September 2007

- Published 2 technical reports to the Engineering and Physical Sciences Research Council (EPSRC), as well as 1 book chapter and 2 conference papers researching collaboration and project management in e-Science.

## EDUCATION



### Ph.D., Computer Science, University of Bath

October 2003 – March 2007

### First-class B.Sc. (Hons), Computer Science, University of Bath

October 2000 – June 2003

## ACHIEVEMENTS

- Launched Seer—an AI-powered research repository and tool.
- Launched Q—a conversational interface that collects data using surveying methodologies—which was used by WeWork to measure its member experience.
- Issued 6 patents with an additional 4 pending review.
- Published 27 peer-reviewed publications in top-tier conferences and journals that have less than a 25% acceptance rate, including 1 best paper award.
- Over 7000 followers across platforms such as LinkedIn and Medium.
- Invited speaker at over 20 industry events and author of more than 5 articles.
- Start-up advisor and angel investor.



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