

GABRIEL A. BILLER

UX Researcher · Design Strategist

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SUMMARY

Mixed-methods UX researcher and design strategist with 15+ years of experience leading research programs across software, consumer electronics, health care, and professional services. Analytically fluent by training and practice: Bachelor's in Applied Mathematics from Harvard, Master's in Design Planning from IIT Institute of Design, and continuing education in data science, Python, and statistics. Brings a rare combination of rigorous quantitative thinking and deep qualitative research craft — able to design studies, interrogate data, synthesize findings, and communicate strategy to executive stakeholders without a translator at any step. Known for translating complex research into visual frameworks and information structures that make findings impossible to ignore or forget. Practiced in the full research lifecycle from study design and participant recruitment through synthesis, storytelling, and cross-functional alignment. Equally at home running a usability study or framing a multi-year product opportunity space.

CORE SKILLS & METHODS

UX research · User research · Mixed methods · Qualitative research · Quantitative research · Usability testing · Contextual inquiry · Ethnographic research · Participatory design · Concept testing · Evaluative research · Generative research · Survey design · Research synthesis · Insight development · Opportunity mapping · Design strategy · Systems thinking · Information architecture · Information design · Visual frameworks · Stakeholder management · Research roadmapping · Cross-functional collaboration · Sensemaking · Data visualization · Research communication

Research platforms: Dovetail · dscout · UserTesting

Design & collaboration tools: Adobe CC · Figma · FigJam · Miro · Mural · Sketch · InVision · Keyshot · Generative AI · Vibe coding

Analytics & data: Excel · Python · SQL · Statistics · Data analysis · Database querying · Quantitative modeling

EXPERIENCE

Senior Design Producer, XBOX Devices · Microsoft · Redmond, WA · Jul 2023—present

Hardware product development role within XBOX Design Lab, managing design quality and execution across a portfolio of customizable gaming hardware accessories.

- Serve as primary color and finish authority for an unreleased next-generation product line — leading color palette development and approval across materials, resins, and surface treatments from concept through production; professional-grade color discrimination verified by the Farnsworth-Munsell 100 Hue Test
- Evaluate, document, and approve brand and real-time renders across a portfolio of hardware SKUs, maintaining visual consistency and design integrity across the product line
- Develop and maintain internal tools, templates, and processes to improve cross-functional collaboration across design, engineering, marketing, and packaging teams
- Serve as connective tissue between design, brand, and program management — synthesizing input from multiple stakeholders to drive execution decisions
- Generate visual assets supporting UI/UX contexts for hardware product launches

Principal Strategist · Artefact · Seattle, WA · Jul 2008—Jul 2023

Led mixed-methods UX research and design strategy engagements for large organizations across technology, consumer electronics, healthcare, manufacturing, and professional services. Clients included Samsung, Hyundai, Hulu, Air Canada, Alaska Airlines, Panasonic Avionics, 3M, Lilly, Seattle Children's Hospital, Group Health Research Institute, Tangerine Bank, and VICIS, among others.

- Conducted foundational generative research with diverse stakeholders — players, coaches, trainers, and equipment managers — to surface unmet needs that directly informed the industrial design of the VICIS ZERO1 football helmet, which earned the #1 safety ranking in the NFL's independent helmet testing program at launch
- Supported Rapid Iterative Testing and Evaluation (RITE) studies for Air Canada's in-flight entertainment system redesign — conducting usability and desirability testing with frequent fliers, identifying issues in real time, and iterating on Sketch and InVision prototypes between sessions to accelerate the design cycle
- Planned and executed user research programs including contextual inquiry, ethnographic fieldwork, usability testing, concept testing, participatory design workshops, expert interviews, and diary studies
- Synthesized qualitative and quantitative data into deep contextual understanding at the intersections of people, business, and technology — translating findings into clear design direction and product strategy
- Developed visual frameworks, conceptual illustrations, and synthesis artifacts that distilled complex research findings into single-view representations — regularly cited by clients as the most memorable and durable output of an engagement
- Conducted market analysis, competitive analysis, and trends research to frame strategic opportunity spaces and inform product vision
- Built evaluative and generative research toolkits and frameworks used by multidisciplinary product teams
- Managed research programs end-to-end: scoping, recruiting, moderating, analysis, synthesis, and delivery

Design Research Intern · Steelcase, Inc. · Grand Rapids, MI · Summer 2007

Partnered with CEO Jim Hackett and Sr. VP of WorkSpace Futures Mark Greiner to develop a strategy for fostering an improved organizational thinking culture and a refined approach to complex problem-solving.

Information Design Intern · McDonald's Corporation · Oak Brook, IL · Summer 2006

Collaborated with internal departments and external consultants to design and execute a field research protocol studying the effectiveness of hiring, orientation, and training materials and processes in a range of US and Canada locations.

Architectural Intern · KieranTimberlake Associates · Philadelphia, PA · Jun 2001–Nov 2004

Drew and maintained drawing sets; researched materials, furnishings, and equipment; developed comprehensive matrix of sustainable building materials costs and benefits; prepared analysis for corporate board presentations.

Engineer, Wireless Applications · MicroStrategy, Inc. · Vienna, VA · Jan 1999–Oct 2000

Designed and developed award-winning Strategy.com wireless Internet portal and instant messaging application; led interface design, usability initiatives, and a 3-person technical team building a multi-device personalized financial messaging system — early applied work in user-centered product development.

EDUCATION

Master of Design (M.Des.), Design Planning · IIT Institute of Design · Chicago, IL · Aug 2005–May 2008

Bachelor of Arts (A.B.) cum laude, Applied Mathematics · Harvard University · Cambridge, MA · Sep 1994–Jun 1998

John Harvard Scholarship · Harvard College Scholarship · Dean's List all semesters

Data Science & Programming (Continuing Education) · University of Washington · Seattle, WA · 2017–2018

Data Science: Process & Tools · Foundations of Programming: Python · Foundations of Statistics

Foundation Program in Architecture · SCI-Arc · Los Angeles, CA · Summer 1998