

Instagram Qualitative UX Researcher, Stories

New York, NY

Instagram

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Instagram is a global community of more than 1 billion, which means jobs here offer countless ways to make an impact in a fast growing organization. Instagram was built to connect people to the people and interests they love. Our app has played a critical part in forming meaningful communities where people can connect with each other and share what matters most to them.

Come join a diverse and collaborative team of researchers who work directly with product design to make the best social platform for Instagram's billion users. We aim to understand the people who use our products, glean insights to drive product direction and strategy. For this position, we are looking for a passionate qualitative researcher with a strong understanding of how to support that work quantitatively.

The right candidates will be knowledgeable about user experience design and research, passionate about social networking, comfortable in a flat, fast-moving organization, excited to collaborate, and focused squarely on impacting the Instagram product and business.

Our primary research ranges from strategic foundations to UX evaluation, using design thinking methods, diary studies, in-depth interviews, contextual inquiries, and large and small-scale surveys. For this role, we're looking for individuals with strong qualitative and strategic research skills, with some experience in using quantitative research methods in order to improve the diversity and validity of insights.

The right candidates will be effective communicators who have done rigorous, creative, impactful primary research, who are passionate about bringing the voice of the user to life in product and design teams and who are comfortable in a flat, fast-moving, collaborative organization.

RESPONSIBILITIES

- ✓ Work closely with product teams to identify research topics
- ✓ Design and execute studies that address both user behavior and attitudes, using the right methods for the right questions
- ✓ Generate insights that shape how product teams think about medium and long-term product strategy
- ✓ Conduct research using a wide variety of qualitative and quantitative methods, including in-depth interviews, ethnographies, and focus groups
- ✓ Interpret and analyze research results through the lens of UX and social science
- ✓ Collaborate closely with qualitative researchers, and understand when to bring in quantitative experts for support
- ✓ Build and maintain strong cross-functional relationships with design, product management, content strategy, engineering and marketing
- ✓ Devise and execute creative methods in getting non-design partners to internalize and act upon research, particularly engineers, analysts, and other technical experts
- ✓ Directly influence product strategy and design by clearly communicating in a compelling way

MINIMUM QUALIFICATIONS

- ✓ Bachelor in Human Computer Interaction, Information Science, Psychology, or Social Science
- ✓ 5 or more YOY in applied product research
- ✓ Knowledge of qualitative and quantitative research methods

PREFERRED QUALIFICATIONS

- ✓ Doctor of Philosophy (Ph.D.) or Master in Human Computer Interaction, Information Science, Psychology, or Social Science
- ✓ 7 or more YOY in applied product research

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