

Henri Battiste

User Experience Researcher

hbattiste.research@gmail.com

<https://www.linkedin.com/in/hbattiste/>

Recent Experience

LinkedIn - Staff UX Researcher

(San Francisco)
(2024 - 2026)

Led UXR on the Premium acquisition survey through behavioral cohort analysis of 30,000+ member records, finding multi-goal members faced seven questions versus single-goal members' three. Findings informed an engineering specification implementing a question cap, ramped 1% to 100% across web, iOS, and Android (April-May 2026).

Led research strategy for the Premium Duo paired-subscription launch through targeted in-depth interviews across Career and Business SKUs conducted in parallel with a 15-week live experiment in partnership with Data Science. Insights informed ramp progression to public launch (January 2026) of Premium's first paired-subscription product.

Led research on the renewed Premium experience design sprint through consolidating multi-year prior research from UXR, Market Research, BizOps, and Data Science partners, while designing and conducting primary research including participatory design surveys, member co-creation workshops, and Principal-level stakeholder translation sessions. Findings cited verbatim twice in Premium FY26 Q2 OKRs.

Led mixed-method research on long-term Daily Active Use through post-hoc behavioral data analysis of relational interactions paired with a segmented diary study across DAU and non-DAU member cohorts. Findings distributed Product-organization-wide and shaped LinkedIn's strategic shift toward feed personalization.

Eventbrite - Principal UX Researcher

(San Francisco, CA)
(2022 - 2023)

Primary and lead researcher on an eight-month pricing and monetization model change for Eventbrite creators. Led strategic research roadmap mapped to phased business rollout including cognitive walkthrough and Jobs-to-be-done (JTBD) framing, pricing and market positioning analysis, and in-product evaluative design testing. Research program contributed to 78% Eventbrite marketplace growth quarter-over-quarter via new organizer fees and ad-related growth (Q3, 2023).

Observable - User Experience Research Lead

(San Francisco, CA)
(2020 - 2022)

Led initiative to understand mental models and demographic profiles of common archetypes of users on the Observable platform using Jobs-to-be-done framework

Skills

Research Design

Contextual Inquiry
Diary Study
Foundational Research
Heuristic Evaluation
Persona Creation
Jobs-to-be-done
Generative Research
Market Research
Evaluative Testing
Statistical Modeling
Mental Models
Narrative Storytelling
Monetization Strategy
Conjoint Analysis

Design

Figma
Adobe Photoshop

Inferential Statistics / Modeling

Regression Modeling
Conjoint Analysis
ANOVA
T-test

Analytics Tooling

Google Analytics
Heap
Fullstory
Qualtrics
Tableau

methodology. Findings drove a strategic customer targeting pivot toward a wider net of casual data practitioners.

Implemented a three-pronged data collection and customer feedback workflow to allow for assessment of the health of the Observable platform through user-centered metrics. Workflow allows for the low friction collection of data that contributes to backlog assessment and strategic foci per quarter.

Airbnb - Experience Researcher (San Francisco, CA)
(2019 - 2020)

Assessed the post-launch success of an open-source continuous delivery (CD) tool for use within Airbnb infrastructure utilizing a mixed-method ethnographic and quantitative approach. Led to iconography, interface, and workflow revisions on the Q3 2020 roadmap for CD teams.

Conducted a three-phase foundational study to determine patterns of usage and common barriers to adoption of testing tools by developers. Proposed tooling changes and organization-wide information dissemination protocol revisions implemented in Q3 2020.

Autodesk - Senior Experience Design Researcher (San Francisco, CA)
(2018 - 2019)

Led initiative to benchmark Forge Services on standard experience metrics (CSAT & CES) for services with and without interfaces, utilizing quantitative survey workflow adaptations (Qualtrics) and subject matter expert audits. Benchmarks led to OKR refinement by Product Managers for the subsequent two quarters.

Co-led (with design lead) initiative to understand platform-wide mental framing and JTBD of developers utilizing Forge services through a five-stage data collection methodology based on the Mental Models framework by Indi Young.

Management responsibilities for UX Research Summer Intern. Guided intern in the creation of capstone project presented to senior leadership.

Zaplabs - User Experience Researcher (Emeryville, CA)
(2016 - 2018)

Facilitated in-depth user interviews and contextual inquiry to determine the target users of Zap (a real estate CRM), culminating in the development of three brokerage personas, and four real estate team personas. Personas were communicated with the Product Team and incorporated into subsequent Business Product UX/UI design patterns.

Co-created an internal User Experience Metrics Toolkit (including satisfaction, ease of use, usability, and loyalty) for evaluating and benchmarking feature health across the company. Toolkit utilized in benchmarking Zap product to competitors and assisting areas of focus for product strategy.

Built a regression-based model of trust calibration of real estate brokers in automated recommender systems, identifying which clients are likely to transact soon and which agents are likely to complete transactions soon.

Programming Languages

R
SQL (light)

Education

California State University
Long Beach

*M.S. Psychology, Human
Factors*
2013 - 2017

Morehouse College
Atlanta, GA

B.A. Psychology
2009 - 2013