

# YANN RICHE, PH.D.

Principal UX Researcher — AI & Research Strategy Leader  
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## SUMMARY

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Principal UX Researcher (Ph.D., 15+ years) with deep experience across Cloud, B2B, B2C, and consumer AI products at Salesforce, Meta, Google, and Microsoft. Proven leader in scaling global research programs and driving research's strategic impact on product development — with recent focus on AI-native research: LLM/model evaluation, AI-assisted qualitative analysis at scale, and AI-powered research tooling that accelerates program impact and informs executive-level product strategy.

## CORE SKILLS

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**Research Methods:** UXR strategy, LLM/AI evaluation, user interviews, usability studies, surveys (MaxDiff, Kano), diary & field studies, AI-assisted qualitative coding, ResearchOps

**Leadership:** Research program strategy, team lead (5 FTE + 5 contractors), cross-functional partnership, mentorship, VP-level stakeholder communication

**Tools:** Python, R, SQL, Google Gemini & Claude Code (AI-assisted research workflows), Colab, SPSS

## PROFESSIONAL EXPERIENCE

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**Salesforce — Principal UX Researcher, Data 360** **Mar 2026 - Now**  
**Bellevue, WA | 5-person research team supporting 100 PMs and 1,000+ engineers**

Designed and led Salesforce's first PM Research Enablement program, enabling product managers to independently run usability studies while preserving research quality through just-in-time researcher review.

Built the full program infrastructure — training curriculum, templates, workflows — onboarding 90+ PMs; scaled to 4 PMs certified, 10 in active training, and 3 studies underway within the first months, without added headcount.

Pioneered AI-based research tooling (Google Gemini, Claude Code) for screener/survey creation, study design review, and transcript analysis — cutting screener development from 6+ hours to ~1 hour.

PM-led studies directly shaped product decisions for Segmentation and Data Catalog; program sponsored by the UXR Director and SVP of Product.

**Microsoft — Principal UX Researcher (Contractor), Windows AI Division** **Jan 2026 - Feb 2026**  
**Redmond, WA | AI agentic workflows and UXR best practices**

Conducted user studies on AI agentic workflows to inform Windows AI feature development.

Authored a white paper establishing AI feature development best practices for UX Researchers and coached researchers division-wide on adoption.

**Meta — Principal UX Researcher, AI Division** **May 2025 - Dec 2025**  
**Bellevue, WA | ~30-person research organization covering all Meta AI teams**

Established strategic vision and a new human-evaluation protocol for measuring multi-turn conversationality, grounded in a systematic review of conversation-analysis and dialectic literature.

Defined Education as a top AI chatbot use case through dedicated research and literature review, shaping team alignment and 1-3 year roadmap priorities.

Developed and evangelized AI-assisted grounded-theory workflows for qualitative analysis, scaling reliable coding to datasets beyond traditional resource constraints.

Launched a continuous-discovery interview program surfacing latent user needs and new research priorities across teams.

## Google — Lead UX Researcher, Google Docs

Nov 2021 - May 2025

Seattle, WA | Team lead for all of Docs (5 researchers); mentored UXD, UXR, and PM

Led research for Google Docs AI features (Gemini) from 2022 onward — formative studies, human/machine evals, and prompt-spec development feeding model training and post-training.

Developed a document type taxonomy that now grounds product strategy for all of Google Docs, informing AI evaluation specs, template prioritization, and roadmap decisions.

Pioneered AI-assisted data coding at scale — built coding schemes with AI to >80% inter-rater agreement, then scaled to thousands of records, unlocking analysis infeasible with manual resources.

Led research for the first full visual refresh of the Google Workspace editors in 8 years (4 products, ~1B users worldwide), delivering VP-level insights with no drop in product CSat.

Created the Product Value Survey, a custom quantitative method deployed product-wide, directly motivating multiple feature investments and roadmap decisions.

Landed core features including document tabs, pageless format, building blocks, and AI document generation (Help Me Create).

## Google — Senior UX Researcher, Google Cloud Platform Nov 2015 - Nov 2021

Seattle, WA | Developer tools, API/service fleet management (Istio, Anthos), GCP Marketplace

Shaped definition and prioritization of 1st-generation Cloud products (Istio, Anthos, GCP Marketplace) through personas, journeys, and MaxDiff surveys.

Evolved the Critical User Journey (CUJ) framework for Cloud/B2B contexts and evangelized it across a 100+ researcher organization.

Established ResearchOps systems (knowledge management, recruiting) and managed 3 contractors to scale research delivery.

## EARLIER CAREER

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**Zillow — Senior UX Researcher, 2015:** Built the user research practice from scratch for the home-shopping experience; pioneered UX benchmarking.

**Microsoft — UX Researcher, Surface (Tablet & Accessories), 2012-2015:** Led hardware research defining Surface Pro 3/4 pen and digital-ink experience; co-inventor on 5 granted US patents; published CHI 2017.

**Microsoft — UX Researcher, Developer Division, 2010-2012:** Led developer-experience research for MSDN, Windows 8 APIs, and Monaco (precursor to Visual Studio Code).

**Oregon State University (Post-Doctoral Fellow) & Université Paris-Sud/INRIA (Ph.D. Research & Teaching Assistant), 2004-2009:** Human-computer interaction research; teaching; multiple CHI/CSCW publications.

## LEADERSHIP & COMMUNITY

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Co-founder and President of a community arts non-profit (up to 30 volunteers); lead of a local Google maker space (10+ volunteers, 200+ users). Guest lecturer on HCI/UX at the University of Washington, Université Paris-Sud, and University of Queensland; student union VP.

## EDUCATION

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**Ph.D., Human-Computer Interaction** — INRIA & Université Paris-Sud, France 2004-2008

**M.Sc., Information Environments** — University of Queensland, Australia 2002-2003

**M.Sc., Electrical Engineering** — Grenoble Institute of Technology, France 2000-2003

## PUBLICATIONS & PATENTS

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Author of 15+ peer-reviewed HCI publications (CHI, CSCW, INTERACT; ~877 citations, h-index 11) and holder of 5 US patents in digital ink/pen technology. CHI 2010 Best Paper Nominee.