

# Artie Konrad, Ph.D.

Staff Research Leader | Health Tech, Behavior Change, Memory

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## SUMMARY

Staff UX researcher with 10 years at Meta, leading complex research that builds cross-functional alignment and delivers actionable insights that shape product experiences and org-wide strategy. Deep expertise in health tech, behavior change, and digital memory, with a track record of influencing executive decisions and shipping products used by billions.

## PROFESSIONAL EXPERIENCE

### Meta

2016 - Present

- Consistent high performance across 10-year tenure: ~75% "Exceeds" or "Greatly Exceeds" ratings; never below "Consistently Meets."
- Led mixed-methods research influencing multiple 0→1 and 1→N launches across Wearables, Health, AI, Memories, Messenger, Groups and more.
- Trusted research partner to Directors and VPs on roadmap definition, launch readiness, and product quality strategy.

### UX Researcher, Wearables

2020 - Present

- Steered end-to-end research for 12+ health products, from discovery through iterative UX.
- Served as a behavior change subject-matter expert, synthesizing decades of psychological literature and coaching teams to support meaningful health outcomes.
- Led foundational health research and Jobs-to-Be-Done for a forthcoming wearable, defining differentiated health-driven "reasons to buy/wear" and directly shaping the prioritized feature set.
- Helped bring multiple AI-powered devices to market, including Ray-Ban Meta Displays; led launch-readiness efforts driving 100+ mitigations and regular VP-level reviews to ensure a high-bar user experience.
- Developed and institutionalized a quantitative framework for evaluating and improving AI insight quality, now reused across multiple teams and informing both product decisions and LLM development.
- Took on a Research Management role during a critical build phase for Reality Labs; led a team of researchers and owned software experience quality signals that directly influenced the roadmap for Meta's next-generation computing platform.
- Established and led a horizontal KPI council, setting shared measurement standards across six device programs and materially improving launch readiness and decision quality across the Wearables portfolio.

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UX Researcher, FB App

2016 - 2020

- Led research and strategy for “On This Day,” one of the most widely used memory products in the world.
- Defined Meta’s [north star for reminiscence](#), represented the Memories team in [press interviews](#) and academic [publications](#).
- Drove company-wide sentiment strategy as the sole IC on the Goodwill leadership team.
- Partnered with teams across FB app to research, define, and move their topline sentiment metrics.
- Created scalable frameworks, playbooks, and research programs adopted across multiple products and orgs.

## Earlier Research Experience

- Meta Research Intern, Memories – [CHI](#) (Best Paper Award)
- Meta Research Intern, Messenger – [JCMC](#)
- Xerox PARC Research Intern, Behavior Change – [CHI](#) & [HCI](#)
- Research Associate / EEG Technician, Large-scale RCT – [Permanente](#) & [Brain and Cognition](#)

## EDUCATION

- Ph.D., Cognitive Psychology — University of California, Santa Cruz (2016)  
*Advisor: Dr. Steve Whittaker / Human Computer Interaction Lab*
- M.S., Cognitive Psychology — University of California, Santa Cruz (2013)
- B.A., Cognitive Science — University of California, Berkeley (2005)

## SELECTED PUBLICATIONS

- Konrad et al. (2015). Finding the Adaptive Sweet Spot: Balancing Compliance and Achievement in Automated Stress Reduction. [CHI](#)
- Konrad, Isaacs, Whittaker (2016). Technology Mediated Memory: Is Technology Altering Our Memories And Interfering With Well-Being? [TOCHI](#)
- Lustig, Konrad, Brubaker (2022). Designing for the Bittersweet: Improving Sensitive Experiences with Recommender Systems. [CHI Best Paper Award](#) (< 1% of submissions).
- [Full Publications List](#)