

PAUL SHEETZ

Design Researcher with 6 years of experience generating bottom-line financial value for start-ups to Fortune 100 companies. Recognized for cross-functional collaboration, resourceful tactics, and a human-centered approach to designing compelling experiences.

EXPERIENCE:

Sr. Product Research Consultant, Optum – San Francisco, CA
January, 2015 – present

- Generated \$1M in client savings through institution of A/B testing methodology for conversational voice design best-practices
- Improved NPS from 40 to 52 for a 75-person customer support team through research and redesign of service model, recruiting, and training
- Increased consumer engagement rates by 15% through research and redesign of omni-channel Medicare Heart Failure user experiences
- Managed external agencies through research, workshops, prototypes and execution of digital transformation of population health
- Launched Transgender service and network grounded in ethnographic consumer research and design principles

New Product Innovation Fellow, Allstate – Chicago, IL
May – August, 2014

- Generated new intellectual property as a result of leading a connected-car digital venture leveraging vehicle telematics
- Planned and executed 5+ qualitative / quantitative research initiatives with auto repair shops, experts, and vehicle owners

Growth Initiatives Fellow, Steelcase – Grand Rapids, MI
May– August, 2013

- Developed and tested business model for a CEO-sponsored data-oriented disruptive innovation pilot
- Managed agency relationships with IDEO and SapientNitro for MVP experiments and executive communications

Director of Web & Marketing, Air Padre – South Padre Island, TX
2009 – 2013

- Generated additional \$250,000 in additional annual revenue by implementing e-commerce store and online booking system
- Increased website traffic by 600% through overhaul of user experience, email newsletters, SEO, and content strategy

Sheetz Design – Business Owner
2008 – present

- Worked with variety of cities, schools, public and private corporations to create / implement multi-disciplinary design efforts (photography, web development, graphic design, videography, and SEO)

EDUCATION:

Master of Design,
IIT Institute of Design,
Research & Strategy, 2014

MBA, IIT Stuart School of
Business, 2014

BFA, Graphic Design
Florida State University, 2008

SKILLS:

- Ethnography
- Generative research
- Usability studies
- Quantitative research
- Journey mapping
- Workshop facilitation
- Rapid prototyping
- Illustration
- Data analytics / visualization
- Insight analysis & synthesis
- Design / business strategy
- Executive communication
- Adobe CS / Sketch

INTERESTS:

Kiteboarding, soccer, bass,
Eagle Scout

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