

PAUL SHEETZ

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137 18th Avenue, San Francisco, CA 94121

Senior UX Researcher with 6+ years of experience creating user and business value for start-ups to Fortune 100 companies. Recognized for cross-functional collaboration, resourceful tactics, and a user-centered approach to generating compelling product experiences.

EXPERIENCE:

Director of UX Research, UnitedHealth Group – San Francisco, CA
July, 2017 – March, 2019

- Led 3-person UX research team; managed hiring process, career development, project pipeline and research deliverables
- Managed external agencies through multiple phases of research, workshops, and prototype testing of population health digital solution

Sr. UX Researcher, UnitedHealth Group – Minneapolis, MN
January, 2015 – July 2017

- 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 operations model
- Increased consumer engagement rates by 15% through research and redesign of omni-channel Medicare Heart Failure user experiences

UX Researcher, 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

UX Researcher, 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 research, MVP experiments, and executive communications

UX Designer, Air Padre Kiteboarding – 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

EDUCATION:

M.Des.

Research & Strategy,
IIT Institute of Design, 2014

M.B.A.

IIT Stuart School of
Business, 2014

B.F.A.

Graphic Design,
Florida State University, 2008

RELATED SKILLS:

- Generative research
- Evaluative research
- Quantitative research
- Journey mapping
- Persona development
- Workshop facilitation
- Rapid prototyping
- Hand illustration / ideation
- Data analytics
- Concept visualization
- Business strategy
- Executive communication
- Sketch, Adobe CS
- HTML, CSS, JS, PHP

PERSONAL INTERESTS:

Kitesurfing, surfing, soccer, bass, learning Korean, Eagle Scout