

PAUL SHEETZ

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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 insights and actionable recommendations.

EXPERIENCE:

Sr. UX Researcher, Esurance – San Francisco, CA

April, 2019 – present

- Led evaluative web and mobile research to increase flexibility of customer payments methods
- Generated CX Personas for the business through lean, iterative qualitative research and data analytics

Sr. UX Researcher, UnitedHealth Group – Minneapolis, MN & remote

January, 2015 – March, 2019

- Managed internal project teams through diverse research phases, workshops, and prototype testing of digital population health solutions
- Generated \$1M in client savings through institution of A/B testing methodology for conversational voice design best practices
- Increased consumer engagement rates by 15% through research and redesign of omni-channel Medicare Heart Failure user experience
- Led 3-person research team: managed hiring process, career development, project pipeline, and research deliverables

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

- Managed agency relationships with IDEO and SapientNitro for research, MVP experiments, and executive communications

UX Designer, Air Padre Kiteboarding – South Padre Island, TX

January, 2009 – September, 2012

- 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

UX Design Intern, REAL Watersports – Outer Banks, NC

May – August, 2008

SIDE HUSTLE:

SF KITESURF

Kitesurfing lessons and guide
www.sfkitesurf.com

EDUCATION:

Master of Design

IIT Institute of Design, UX
Research & Strategy, 2014

MBA

IIT Stuart School of
Business, 2014 (Chicago)

BFA in Graphic Design

Florida State University, 2008

RELATED SKILLS:

- Generative research
- Evaluative research
- Journey mapping
- Persona development
- Workshop facilitation
- Concept visualization
- Data analytics
- Executive communication
- HTML, CSS, JS, PHP
- Having fun
- UserZoom, Alpha, Mindswarms, UserTesting, dScout

PERSONAL INTERESTS:

Boardsports, soccer, bass,
learning Korean, Eagle Scout