

PAUL SHEETZ

paulsheetz.com | paul@sheetzdesign.com | (561) 339-4369
137 18th Avenue, San Francisco, CA 94121

Senior UX Researcher with 8+ 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, Metromile

February 2020 - May 2020 | San Francisco, CA

- Spearheaded development and activation of top 10 UX Needs across growth, retention, and claims product experiences

Sr. UX Researcher, Esurance

April 2019 - February 2020 | San Francisco, CA

- 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 (Optum)

January 2015 - March 2019 | San Francisco, CA & Minneapolis, MN

- 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

May 2014 - August 2014 | Chicago, IL

- 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

May 2013 - August 2013 | Grand Rapids, MI

- Launched new product experience focused on flexible furniture applications and spatial data analytics for enterprises
- Managed agency relationships with IDEO and SapientNitro for research, MVP experiments, and executive communication

EDUCATION:

Master of Design (MDes)

IIT Institute of Design, 2014

UX Research & Strategy
Chicago, IL

MBA

IIT Stuart School of
Business, 2014, Chicago, IL

BFA in Graphic Design

Florida State University, 2008
Tallahassee, FL

RELATED SKILLS:

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

OTHER PURSUITS:

- Kitesurfing - sfkitesurf.com
- Design - sheetzdesign.com
- Sports - soccer, surfing, etc.
- Music - bass, electric guitar
- Korean language studies
- Eagle Scout