Paul A. Sheetz | Lead UX Researcher | Human-Centered Design

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Summary:
User Experience (UX) Researcher with 10 years of experience driving measurable outcomes for Fortune 500 companies through user-centered design and data-driven insights. Proven ability to collaborate cross-functionally with product, design, marketing, and engineering. Passionate about qualitative and quantitative research methods. Skilled at translating user needs into strategic, actionable solutions.

Skills:
Research Methods: Mixed-methods research, generative research, evaluative research, ethnographic research, A/B testing, unmoderated/moderated testing, contextual inquiry, card sorts, survey design, usability testing, journey mapping, user personas, storyboarding, stakeholder workshops.
Tools & Platforms: UserTesting, Dovetail, Figma, Miro, Qualtrics, Fullstory, Optimal Workshop, Tableau.

Work Experience:
Dayforce | Lead UX Researcher | Workforce Management HCM
May 2023 – August 2024* | Remote
- Shipped new User Experience Hub, improving UI/UX through iterative generative, evaluative, and quantitative research.
- Built and managed a 250+ user research panel (clients & consumers) for continuous testing across mobile, web, and physical hardware.

Meta (Contract via Insight Global) | Sr. UX Researcher | Business Ads Manager
June 2020 – March 2021* | Remote
- Improved user task completion rates through UX research-driven optimizations: +100% for linking WhatsApp, and +100% for creating a custom CTA, +38% for adding website.
- Scaled a rapid research program within Meta's core advertising business, optimizing desktop, mobile, and native app experiences.

Esurance (Contract via Creative Circle) | Sr. UX Researcher | Checkout & Payments
April 2019 – February 2020 | San Francisco, CA
- Designed and launched new payment options, enabling flexible installment plans through evaluative concept testing and demand research.
- Developed UX personas by integrating lean, iterative qualitative research with data analytics, improving personalization and engagement.

UnitedHealth Group | UX Researcher | Optum Population Health Services
January 2015 – March 2019 | Minneapolis, MN
- Drove $1M in client savings by implementing an A/B testing methodology for conversational voice design best practices.
- Increased consumer engagement by 15% through research and redesign of omni-channel Heart Failure program.

Education:
Master of Design (MDes), Human-Centered Design | IIT Institute of Design | 2014
MBA | Illinois Institute of Technology | 2014
BFA in Graphic Design | Florida State University | 2008

Hobbies: Learning Korean, kitesurfing, surfing, reading science fiction, and playing the bass
Additional links: UXR process articles, online resume, Linkedin, testimonials

*Stepped away from full-time work to serve as primary caregiver during our child's foundational years.