

Karl Schultz RESUME

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PROFESSIONAL SUMMARY

Highly skilled product designer specializing in solving complex problems by aligning user needs with business goals to create engaging experiences that deliver measurable results. Expert in product design, UX/UI, design strategy, and certified in UX design essentials for AI. Experienced in developing and evaluating AI systems, balancing user control with automation, and addressing trust implications through design patterns for AI-powered products and chatbots.

EXPERIENCE

Product Design Research Lead | Coalition, Inc. | Jan 2022 - Feb 2024 (2 yrs 1 mo)

User Research | Stakeholder Collaboration | Research Operations | Experience Mapping | Workshop Facilitation | Service Design

Established and led Coalition's dedicated user research capability, aligning product development with user needs for insurance and security platforms. Created research frameworks that improved product innovation and increased user satisfaction for diverse customers.

- Research Leadership: Managed comprehensive research projects implementing Airtable, Jira, and Miro tools to streamline workflows
- User Insights: Led interviews, concept testing, usability tests, card sorting, and surveys to identify user needs and opportunities
- Strategic Visualization: Created experience maps, user journeys, flows, and scenarios that guided product development decisions
- Cross-functional Collaboration: Facilitated user-centered and service design workshops to align teams on customer experience improvements
- Stakeholder Management: Strengthened business relationships through direct broker and policyholder engagement

Senior Product Designer | Coalition, Inc. | Nov 2019 - Dec 2021 (2 yrs 2 mos)

Product Design | Risk Management | Wireframing | Prototyping | User Research | Project Management

Developed innovative product designs addressing complex user needs in regulated industries for diverse insurance and security customers, resulting in increased engagement, improved policy renewal outcomes, and decreased claims.

- Platform Innovation: Designed the Control platform that improved risk management for policyholders, security teams, and brokers
- Feature Development: Created features facilitating collaboration between wholesale and retail brokers that expanded market access
- User Testing: Developed wireframes and prototypes to test concept models with direct user feedback
- Research Implementation: Conducted user interviews and usability tests to identify business opportunities and validate concepts
- Team Leadership: Supported operational growth through hiring, onboarding, and mentoring junior designers

Senior Designer | Atlassian | Jun 2018 - Aug 2019 (1 yr 3 mos)

UI Design | Concept Development | Prototyping | User Research | Cross-functional Collaboration | Design Systems

Led UX design projects to improve customer experiences for B2B team productivity products, resulting in a 3% increase in conversion rates through streamlined purchasing experiences.

- Conversion Optimization: Created UI designs that reduced user friction and facilitated cloud product adoption
- Concept Visualization: Developed sketches and storyboards to build concept models with stakeholders
- Validation Testing: Constructed prototypes for research and usability testing to validate concepts and identify opportunities
- Design Collaboration: Participated in 'design pods' to solve complex challenges across product teams
- System Implementation: Applied design systems to ensure continuity in user experiences across platforms

Principal UX | Macys.com | Apr 2016 - May 2018 (2 yrs 2 mos)

Omnichannel Design | Service Design | OOUX Methodology | Pattern Libraries | Journey Mapping | Prototype Testing

Led the redesign of omnichannel customer experiences for Macys.com to boost engagement and conversion, with particular focus on optimizing the buy online pickup in store (BOPIS) experience.

- Service Innovation: Developed strategies to improve customer convenience and streamline associate fulfillment processes
- Methodology Implementation: Applied Object-Oriented UX (OOUX) to improve the product design process across teams
- Design System Creation: Developed a modular UI design pattern library that streamlined UX and decreased development costs
- Experience Mapping: Created journey maps to illustrate user actions and pain points across touchpoints
- Strategic Planning: Defined design principles to guide initiatives across multiple platforms for short and long-term improvements
- Risk Mitigation: Drafted hypotheses, created prototypes, and tested concepts to validate assumptions

Senior UX Designer | Macys.com | Oct 2014 - Mar 2016 (1 yr 6 mos)

Responsive Design | Conversion Optimization | Wireframing | User Research | Data Analysis | Strategic Vision

Designed multi-channel user experiences for consumer retail platforms across Macys.com and Bloomingdales.com, implementing a responsive modular UI design system that significantly increased conversion rates.

- Checkout Optimization: Streamlined checkout process across mobile, tablet, and desktop platforms
- Concept Testing: Created wireframes and prototypes to test hypotheses and new design concepts
- User Advocacy: Developed personas, journey maps, and user scenarios to represent customer perspectives
- Data-Driven Design: Analyzed user behavior data to inform design decisions and measure improvements
- Vision Development: Created strategic customer experience vision by synthesizing user research with core capabilities
- Mentorship: Promoted UX best practices while mentoring junior team members

Senior UX Designer | Razoo Global Network (Mightycause) | Jul 2013 - Jan 2014 (6 mos)

Product Strategy | Innovation Accounting | Mobile-first Design | Prototyping | Lean Startup | Workshop Facilitation

Implemented unified product design strategy for a startup using innovation accounting to align teams, optimize resources, and foster continuous product development.

- Strategy Implementation: Developed product design strategy aligned with marketing objectives to achieve growth initiatives
- Resource Optimization: Implemented innovation accounting to track feedback and create efficiencies with limited resources
- Knowledge Transfer: Hosted workshops on user-centered design, customer development, and Lean Startup methodologies
- Research Management: Administered research logistics including recruitment, interviews, and feedback collection
- Data Analysis: Compiled quantitative data from surveys, multivariate tests, and weblogs to drive insights
- Competitive Intelligence: Conducted audits across corporate giving, petitions, and social activism domains

Senior Interaction Designer | Hotwire (Expedia, Inc.) | Sep 2009 - Jun 2013 (3 yrs 9 mos)

UX/UI Design | International Markets | Rapid Prototyping | User Testing | Agile Scrum | Lean Startup

Created new UX/UI designs that increased engagement and conversion for an online travel marketplace across international markets.

- Innovation Strategy: Developed controlled environment to safely test and measure innovative concepts while minimizing risks
- User Testing: Conducted research and remote testing to optimize products and identify business opportunities
- Experience Design: Created experience maps to align user and business goals with stakeholders
- Prototype Development: Built mock-ups and prototypes to validate concepts and iterate quickly
- Process Improvement: Partnered with product managers and engineers to enhance team development using Agile Scrum
- Lean Implementation: Applied Lean Startup techniques to enterprise products to build features with proven value

Manager UX Design | CBS Interactive | Jun 2008 - Feb 2009 (9 mos)

Team Management | Project Planning | Design Strategy | Process Optimization | Information Architecture

Managed UX design team of four designers, subcontractors, vendor resources, and mentored a design intern while creating strategies to optimize design processes.

- Project Management: Developed tracking plans, sizing, organizing, and prioritizing tasks to manage deadlines
- Design Standardization: Created design strategy to standardize page layouts, reducing development efforts
- Pattern Library: Implemented pattern libraries and style guides to improve cross-functional team development
- Navigation Design: Created wireframes for broadcast media websites to improve discoverability and user engagement

Senior UX Designer | CNET Networks | 2006 - 2008 (2 yrs)

Product Design | Consumer Electronics | Product Finders | User Research | Information Architecture | Usability Testing

Created new product designs for a media website helping customers learn about consumer electronics, developing product finders that increased user visits, page views, and advertising revenue.

- Market Need Identification: Identified unmet consumer needs through targeted user research
- Goal-Directed Design: Created personas, user flows, and scenarios to represent existing and newly discovered consumers
- Concept Development: Explored new product design concept models with innovative UI designs
- Content Structure: Developed wireframes featuring in-line buying advice content architecture
- Prototype Testing: Created rapid prototypes to test adoption and optimize design approaches
- Usability Optimization: Conducted tests to identify issues and finalize product designs

Skills

- AI & Technology: AI design, chatbot design, generative AI design
- Research: User research, qualitative research, quantitative research, UX research, design research
- Design: Product design, UX design, UI design, interaction design (IxD), information architecture
- Strategy: Design strategy, concept development, concept modeling, strategic planning
- Design Exploration: Prototyping, rapid prototyping, paper prototyping, wireframing, storyboarding
- User-Centered Design: Persona creation, user journeys, user scenarios, task flows
- Testing: A/B testing, user experience testing
- Leadership: Management, leadership, teamwork, product planning, workshop facilitation

Tools

Adobe Illustrator, Adobe Indesign, Adobe Photoshop, Airtable, Axure RP, Balsamiq, Confluence, Figma, Google Analytics, Jira, Looker, Microsoft Visio, Miro, Notion, POP, Proto.io, Sketch

Methodologies

Agile methodologies, design thinking, Lean Startup, Innovation Accounting (Eric Ries), Listening Labs (Creative Good), Object-Oriented UX (Sophia Pratter), service design, user-centered design

Education

California College of the Arts, BFA with Distinction - Graphic Design, New Media, 2003

Certifications

- AI UX Design Essentials: Human-Computer Interaction for Enhanced User Experiences, Stanford Engineering Online Education
- Certified ScrumMaster, Scrum Alliance

Publications

Featured in case study: "*Lean Customer Development: Building Products Your Customers Will Buy*" by Cindy Alvarez