

VERA J. SCHULZ

INTEGRATED MIXED-METHOD RESEARCHER

Portfolio: <https://verajschulz.me/>

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Profile Summary

Bilingual UX Researcher (German/English) with experience in automotive, chemical, and accessible gaming industries. Driven, adaptable, and business-minded, I excel in collaborative settings. Focused on empathy and accessibility, I deliver actionable insights and impactful outcomes.

Work Experience

Callistemon Insights - Freelance Agency: User Experience Researcher

Sept 2023 - Current

- Facilitated storytelling and workshops to drive empathy and actionable decisions for clients in Asian cosmetic, non-profits and bio-technology industries.
- Collaborated with design and product teams to set clear research objectives, promoting user-centric methodologies.

Datacor - Foundational UX Researcher

July 2022 - Sept 2023

- Developed mixed-method research plans and competitor analysis, aligning with business goals across 5 cross-functional teams: [See the outcomes of one of my projects](#)
- Boosted user satisfaction and reduced post-launch issues through usability benchmarking, user persona testing, journey mapping, field research, and stakeholder interviews.
- Created a [UX Research Repository](#) from over 30 sources, serving as a strategic knowledge base for design and product teams:

Sherwin-Williams - Contract UX Researcher

Feb - April 2022

- Conducted 12+ expert user interviews and usability tests in the automotive industry, enhancing product usability.
- Utilized mixed research methods to inform user flows, advanced customer insights, business strategies, and market analysis.

PNC Bank - Intern UX Researcher & Designer

May - July 2021

- Delivered a clear, actionable UX protocol to the VP of Design, improving user experiences and reducing support ticket submissions.
- Impacted the product roadmap by aligning stakeholders, addressing critical issues; resulting in reduced system downtime.

Freelance - UX Specialist (UX Research)

March 2018 - August 2021

- Farm to Flames Energy:** Led usability and accessibility improvements, increasing user engagement and retention.
- Thrasio:** Synthesized insights from 200+ customer reviews, boosting product visibility and engagement.
- Xogo:** Conducted WCAG-guided research to address motor disability needs, enhancing KPIs and ROI.
- Heart I/O:** Directed UX research, design, and strategic planning for physician dashboard discovery.

Education

Carnegie Mellon University

- M.S. Engineering:** Integrated Innovation for Products & Services
- B.A. History:** Global Studies **Minors:** Intelligent Environments & Entrepreneurship

Aug 2020 - May 2021

Aug 2015 - May 2019

UX Research Skills

- Co-Design Workshops
- Onsite Field Research
- Participatory Design
- Journey Mapping
- Think-Aloud Protocols
- Onsite Moderated Testing
- Survey Design & Analysis
- Tree Testing & Card Sorting
- Usability Testing & Benchmarking
- User Personas

Software Skills

- Pendo
- Mural /Miro/Invision
- Jira / Confluence
- Hot Jar; other UAT tools
- Optimal Workshop
- Sketch/Adobe Suite
- Surveys (Qualtrics)
- UserZoom/UserTesting
- Figma / Sketch
- Tableau

Volunteering

- [Shelter Tech](#) UX & Content Volunteer **2024**
- [CMU Accessibility Lunch](#) **2024**
- [vGHC HCI Program Committee Member](#) **2021**