

VERA J. SCHULZ

TRILINGUAL SENIOR UX RESEARCHER & PRODUCT MANAGER

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I bridge research and product execution in high-stakes, regulated environments, turning complex workflows into clear, trustworthy products. Over 5+ years, I've taken products from ambiguity to launch across healthcare, fintech, and compliance. I've designed for users where the cost of a UX error is legal or physical, not only frustrating.

Work Experience

Design Humans (Exelon): Senior UX Researcher (Contractor)

Feb – April 2026 | San Francisco, CA

- **Led end-to-end UX research for enterprise compliance and governance products** in a highly regulated environment ([Exelon](#))
- Conducted **60+ stakeholder interviews**, synthesizing complex workflows into actionable insights, product specs, and PRD inputs
- **Partnered with product managers, designers & engineers** to translate research into **workflow improvements and roadmap decisions**

Stride/K12: Senior UX Researcher & Product Strategist (Contractor)

Aug 2025 – Feb 2026 | San Francisco, CA

- **Owned UX research and product discovery for a data-heavy K-12 platform**, synthesizing insights from **120+ users (interviews + surveys)**
- Translated research findings into clear product requirements, PRDs, and prioritized roadmap initiatives
- **Partnered closely with lead engineers** to iterate on features, **improving workflow efficiency (300% faster task completion)**
- Built rapid feedback loops with users, continuously incorporating customer insights into design iterations and product decisions
- Identified **usability gaps and reduced unnecessary development cycles** through early validation and prototyping

Hey Penny: Product Manager & Research Lead (Part-Time)

Mar 2025 – Present | San Francisco, CA

- **Defined product vision & success metrics** by synthesizing early adopter feedback, competitive analysis, and growth team input.
- Helped guide 0-1 product development from research to lean UX roadmap, contributing to AI/LLM feature development
- **Analyzed A/B-tested onboarding workflows → increasing activation and retention.**
- Validated financial workflows and user journeys, ensuring usability and compliance requirements were met

Callistemon Insights – Product Manager & UX Consultant (Hybrid Freelance)

March 2018 – Present | Pittsburgh, PA

- Advised **5+ startups** on **product strategy, MVP development, and go-to-market execution** in fast-paced environments
- Led customer discovery and translated insights into PRDs, product requirements, and features to move from ambiguity to shipped products
- Built and scaled **research frameworks and playbooks**, reducing turnaround time by **30%** and accelerating decision-making

Select Client Projects:

- **Qoodle.ai:** Validated MVP through rapid prototyping usability testing; shaped roadmap and feature prioritization.
- **Cloudcode.ai (AkiraDocs):** Led discovery research shaping AI document assistant architecture and workflow design
- **ResMed:** Analyzed CPAP onboarding, identifying usability gaps/regulatory constraints to improve patient experience: [Sample UX Flow](#).

Datacor – Sole UX Researcher and Analyst (Full Time)

July 2022 – Sept 2023

- Led UX research for ERP/data-heavy SaaS, informing product strategy and roadmap
- Shaped [LabelCalc](#) positioning and launch → differentiated product in competitive markets, driving strategic adoption decisions
- Identified ERP workflow inefficiencies → guided engineering and roadmap priorities.
- Delivered PMF insights for logistics SaaS expansion into food & beverage through feature audits and user interviews.

Sherwin-Williams – UX Researcher & Analyst (Contract)

Feb – April 2022

- Conducted usability tests and validated prototypes for the OEM paint ordering system.
- Identified UX friction points and recommended design changes that improved feature discoverability.
- Reduced order entry errors → improved feature discoverability.

PNC Bank – Intern UX Researcher & Designer

May – July 2021

- Conducted competitor benchmarking & expert reviews to improve error messaging for PNC's [wealth management platform](#).
- Guided WCAG 2.1 accessibility audit, identifying gaps and providing recommendations that improved usability.
- Reduced support tickets → improved error handling and accessibility compliance.

Core Skills

- **Software & Analytics:** Jira, Figma, Replit, Stych, Loveable, Confluence, Adobe Suite, UserZoom, UserTesting, Amplitude, Salesforce, HubSpot, SQL, Google Analytics, Pendo, Airtable, Hot Jar, Miro, Qualtrics
- **UX Research Methods:** Field Research, A/B Testing, Card Sorting, Usability Testing, Think-Aloud Protocols, Co-Design Workshops, Journey Mapping, Competitive Analysis, Survey Design

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

