

VERA J. SCHULZ

BILINGUAL PRODUCT MANAGER & MIXED METHODS UX RESEARCHER

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About

Product Manager & UX Researcher with 3+ years building and launching 0–1 products in SaaS, AI, and healthcare-adjacent industries. Known for blending user research with data analytics to deliver simple, delightful, and reliable products. Skilled at partnering with executives, engineers, and designers to move quickly from concept to market, ensuring commercial success and customer impact.

Work Experience

Stealth Startup: Product Manager & Research Lead (Part-Time)

Mar 2025 – Current

- Defined product vision and success metrics by synthesizing early adopter feedback, competitive analysis, and growth team input.
- Partnered with engineering to design and ship A/B-tested onboarding workflows, increasing activation and retention while meeting compliance needs.
- Led user research and competitive analysis to define onboarding and MVP financial workflows.
- Guided 0–1 product development from initial research to launch roadmap.

Callistemon Insights – Product Manager & UX Consultant (Freelance)

March 2018 – Current

- Partnered with CEOs and advised 5+ startups on product strategy, MVPs, and go-to-market, driving faster launches and stronger adoption.
- Built research systems and playbooks that cut turnaround time by 30% and improved executive decision-making speed.

Select Client Projects:

- **MysaClub:** Led AI avatar product development & onboarding redesign for a teen period wellness subscription product.
- **Qoodle.ai:** Validated social learning MVP through usability testing & rapid prototyping; directly informed roadmap priorities.
- **Cloudcode.ai** (AkiraDocs): Directed discovery research shaping AI document assistant architecture and feature sequence.
- **ResMed:** Mapped CPAP therapy device onboarding pain points and regulatory constraints: [Sample UX Flow](#).

Kutumb – UX Researcher & Product Analyst (Contract)

Dec 2024 – July 2025

- Directed 40+ semi-structured interviews and survey analysis to shape MVP roadmap for an AI consumer app.
- Partnered with design and engineering to iterate on prototypes based on user testing and accessibility feedback.
- Improved data organization in Airtable, enabling robust reporting and insight tracking.

Datacor – Sole UX Researcher and Analyst (Full Time)

July 2022 – Sept 2023

- Owned UX research and competitive benchmarking for ERP/CRM platforms targeting manufacturing and logistics sectors.
- Delivered PMF insights for logistics SaaS expansion into food & beverage through feature audits and user interviews.
- Designed competitive benchmarking processes, increasing leadership's ability to make informed product tradeoffs.
- Executed thorough market and competitive analysis for [LabelCalc](#), directly shaping product positioning and launch

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.
- Collaborated closely with engineering and product teams to ensure insights informed launch decisions.

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 customer support tickets through clearer error handling and improved accessibility.

Core Skills

- **Software & Analytics:** Jira, Figma, , Replit, Loveable, Confluence, Adobe Suite, UserZoom, UserTesting, Amplitude, Salesforce, HubSpot, SQL, Google Analytics, Pendo, Airtable, Hot Jar, Miro, Qualtrics
- **Product Management:** Roadmap Planning, MVP Definition, Go-to-Market Strategy, Prioritization, A/B Testing, Tradeoff Decisions, Translating requirements for engineering, API workflows, Accessibility (WCAG 2.1)
- **UX Research Methods:** Moderated Testing, 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

Aug 2020 – May 2021

◦ **B.A. History:** Global Studies; **Minors:** Intelligent Environments & Entrepreneurship

Aug 2015 – May 2019