

ISAAC ABREGO

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EDUCATION

California State University - Fullerton *Bachelor's, Film*

PROFESSIONAL EXPERIENCE

Sherwin Williams

Remote

Lead UX Researcher

January 2024 - Present

- Lead the building of research roadmap for Sherwin Global Color team.
- Increased User interactions by more than 80 percent.
- Implemented new best practices, lead all discussions with product and business stakeholders to prioritize User needs.
- Developed B2B UX Research strategy for Sherwin-Williams Global Color Team.
- Mentored junior researchers and designers.

Charles Schwab

Remote

Senior UX Researcher

October 2022 – April 2023

- Delivered unique recommendations for a new digital asset strategy which focused on a client-retention.
- Provided solutions to help mitigate \$10B+ in critical outflows from top priority high net worth segment.
- Effectively communicated research findings in compelling and creative ways to c-suite executives.
- Conducted In-Depth Interviews or Focus Groups and Concept Testing and Usability testing.

Snap Finance

Remote

Senior User Researcher

February 2022 - October 2022

- Utilized design thinking to reduce loan application from 41 input fields to 12, greatly increasing conversions.
- Lead Research for 4 product teams simultaneously.
- Delivered research roadmap and grew team from 1 to 5 UX researchers.
- Worked collaboratively with designers and Product to launch company's first ever native app.

Vocal Beats

Los Angeles, CA, USA

Senior UX Researcher

September 2021 - February 2022

- 1st U.S employee for Chinese social media application.
- Lead localization efforts working directly with U.S CEO.
- Grew app from 3m to over 30m downloads.
- Successfully delivered innovative insights to Chinese Execs using translator.

Data Driven Content

Newport Beach, CA, USA

Qualitative Research Manager

October 2017 - September 2021

- Gained Experience in LEAN, AGILE, and human centered design environments.
- Collaborated with Airbnb payments team to reduce host cancelations saving up to 30m in lost revenue.
- Teamed up with Airbnb product and design organizations to launch Airbnb Experiences.
- Managed Research teams of 10+ researchers across multiple products and companies.

Wall Fly Productions

Los Angeles, CA, USA

Producer

January 2014 - October 2017

- Worked on ABC's the Bachelor/Bachelorette series with over 5 million viewers a week.
- Conducted 100's of qualitative interviews across 30+ unscripted TV productions.
- Sold multiple Documentary and Documentary series to premium cable networks.
- Successfully lead teams of up to 25 crew members as one of the youngest supervisors in unscripted TV.

SKILLS

Skills: Agile, Adobe Illustrator, Business Analytics, Usability Testing/Engineering, ux, UI/UX Design, Figma, Confluence, Data Science, Interaction Design, Management, Market Research, Marketing, Product Design, SCRUM, Wireframe, Word/Pages/Docs, Tableau, Talend, Google Analytics, Business Strategy, Adobe After Effects