

# Nathaniel Steinrueck

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UX Researcher with expertise in mixed-methods research and AI-powered workflows, specializing in translating user insights into actionable product improvements across healthcare, enterprise software, and SaaS platforms

## WORK EXPERIENCE

### RVO Health • Sep 2024 - Present

#### UX Researcher • Remote • Full-time

- Conducted 20+ mixed-methods studies including stakeholder interviews, user interviews, usability testing (moderated/unmoderated), surveys, and A/B testing, presenting findings to C-suite executives
- Built custom AI-powered research workflow using ChatGPT and Claude APIs to streamline user testing analysis, synthesis, and insight delivery - reducing cycles from 3 weeks to 1 week (66% improvement)
- Developed rapid prototyping workflow leveraging AI tools to move from research insights to testable prototypes and implementation hand-off within weeks rather than months
- Created user personas and journey maps that identified trust barriers, leading to messaging optimization that boosted plan completion rates by 367%

### Google (via Outer Labs) • Sep 2022 - May 2024

#### UX Researcher & Product Strategist • Remote

- Led end-to-end UX research for AI-powered workplace intelligence tools, planning research activities and deliverables in collaboration with cross-functional teams
- Executed 14+ comprehensive studies including concept testing, usability testing, stakeholder interviews, and user behavior analysis
- Analyzed and synthesized qualitative and quantitative data to generate actionable insights, directly informing product roadmaps and 20+ feature improvements
- Identified usability barriers through targeted testing, enabling 50% of previously blocked users to complete core workflows

### cove.tool • Jan 2022 - Sep 2022

#### Design Researcher • Atlanta, GA

- Planned and executed user research for cost estimation tool launch, conducting expert interviews and usability studies to uncover adoption barriers
- Designed end-to-end experience for new drawing tool through iterative user testing and feedback integration
- Increased user satisfaction by 20% through research-driven redesign of web-based SaaS platform
- Developed and launched educational program onboarding 200+ customers

## Earlier Experience

Designer • Houser Walker Architecture • May 2021 - Jan 2022

Designer • Duda|Paine Architects • May 2019 - Aug 2019

Designer • HH Architecture • May 2018 - Aug 2018

Digital Fabrication Manager • Green Mountain College • Aug 2015 - Jul 2017

Co-Founder & Project Manager • Meiker Design Build, Guatemala • Aug 2013 - Sep 2015

## EDUCATION

### Masters in Architecture

North Carolina State University • GPA: 4.0 • Jan 2017 - Dec 2020

AIA Henry Adams Medal, M.Arch Award for Design Achievement, M.Arch. Academic Achievement Award

### B.A. in Design

Green Mountain College • Vermont • GPA: 3.46 • Jan 2009 - Dec 2013

Minor in Product Design

## SKILLS

### Research Methods:

Mixed-methods research design, generative & evaluative research, usability testing (moderated & unmoderated), stakeholder interviews, user interviews, A/B testing & multivariate experiments, user journey mapping, persona development, card sorting, survey design, user behavior analysis

### AI & Workflow Innovation:

Custom AI tool development for research automation, API integration (ChatGPT, Claude), AI-powered synthesis and analysis workflows, rapid prototyping with AI assistance, research process optimization

### Analysis & Synthesis:

Qualitative and quantitative data analysis, insight generation, pattern recognition, research synthesis, actionable recommendations, compelling storytelling and presentation

### Collaboration & Communication:

Cross-functional collaboration with designers, PMs, and engineers; executive presentation; stakeholder management; strategic thinking; agile research methodologies

### Tools:

Figma/FigJam, Dovetail, UserTesting, Dscout, Qualtrics, Marvin, Mixpanel/Pendo, Google Analytics, SQL, ChatGPT, Claude, Python (basic), API integration