

Anup A. Sheth, PhD

UX Researcher

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www.anupsheth.com

RELEVANT EXPERIENCE

Paylocity

UX Researcher (July 2023 - Present)

- Lead all generative and evaluative research activities related to the company's flagship payroll product.

Senior Product Designer (Aug 2022 - June 2023)

Product Designer (May 2021 - July 2022)

- Led all design and research activities related to the payroll product.
- Identified significant customer pain points through generative research that resulted in launching a payroll readiness dashboard.
- Conducted fast, evaluative research to assist designers with design iteration during a redesign of our payroll product.
- Created templates, organized bi-weekly research meetup, and mentored designers to promote UX research among product managers and designers.

Capterra (a Gartner company)

UX Designer (Feb 2019 - May 2021)

- Created buyer personas and facilitated workshops that drove product decisions, resulting in the development of a logged-in experience.
- Conducted evaluative research of a short list wizard that increased the return rate by 6%.
- Collaborated with other researchers to benchmark UX with other competitors, relying on SUPR-Q and NPS as design metrics.

Wunderman Thompson (formerly Wunderman DC)

UX Designer (Nov 2016 - Feb 2019)

- Led UX design and research on a Pfizer oncology website redesign for a \$1b drug.
- Conducted (or managed) all aspects of usability testing, from drafting discussion guides, recruiting participants, moderating sessions, and presenting final reports.
- Collaborated extensively with interaction designers, developers, strategists, and account team.

Marketade

UX Researcher (June 2014 - Oct 2016)

- Drafted discussion guides/test plans and conducted both moderated and unmoderated sessions for startups and Fortune 500 clients.
- Presented research findings to stakeholders and collaborated with design teams to redesign products.
- Designed and launched hypothesis-driven A/B tests that increased conversions by over 10%.
- Conducted contextual inquiry of auto insurance claims adjusters to identify pain points they experience with enterprise software.

SKILLS

Agile/Scrum
Axure
Benchmarking
Dairy Studies
Data Analysis
Design Thinking
Card Sorting
Contextual Inquiry
Ethnography
Figma
Mentoring
Qualitative Research
Recruiting
Surveys
Tree Tests
Usability Testing
User Research
UserTesting.com
Wireframes

EDUCATION

PhD in Sociology

UCLA
June 2014

MA in History

University of Chicago
August 2000

BA in History

Boston University
June 1999