

# Anup A. Sheth, PhD

UX Researcher

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www.anupux.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