

Zachary Schulte, UX Researcher (Freelance)
(281) 686 1788
zachary@zacharyschulte.com
Houston, Texas
Portfolio: <http://bit.ly/schulte-portfolio>

EDUCATION + CERTIFICATIONS

Data Visualization with Tableau, UC Davis.
GAIQ (Google Analytics Individual Qualification), Google.
Responsive Web Design, JavaScript Data Structures & Algorithms, freeCodeCamp.
BFA Theatre, Texas State University.

EXPERIENCE

UX Researcher (Freelance), Arcolris Ideations.

Remote, March 2018 - Present.

- Advised dozens of clients in usability best practices, conducting guerrilla research, prototyping responsive web designs, and guiding strategic planning workshops.
- Founded "Park Pause", an artistic research group and social practice for curious inquiry into public infrastructure, selected for development by two digital residencies.
- Work independently to write and publish successful Medium articles featured by Medium editors, covering storytelling, user research, empathy, creativity, problem solving skills, project management, and product strategy.

Product Data Specialist, Suiteness.

Remote, November 2018 - June 2019.

- Assigned to conduct vendor project management by analyzing performance and reporting knowledge to upper management with slideshow presentations.
- Adjusted to flexible client data deadlines by balancing product development demands and user needs to exceed strategic goals and reach an estimated performance value of \$250,000 under minimal supervision.
- Organized "Anti-Reading Group" workshops: collaborative team self education events with 10 to 14 attendees every month, commended by management for self starter initiative and passion.
- Advised marketing team with visual communication and product strategy by split testing graphics for over 30 locations, improving site usability and organic search traffic by 20%.

User Experience Research Coordinator, MeetEdgar.

Remote, November 2016 - August 2018.

- Conducted end-to-end agile SaaS user research, including planning regular research projects, performing over 35 interviews and remote usability tests, writing 3 customer-facing case studies, and instructing product team to design UI and product features following HCI best practices.
- Led research recruitment communications and survey design, in one case resulting in 25% more long-form responses.
- Synthesized 200-300 points of qualitative feedback into storytelling reports on a regular basis, developing a product feedback database to provide data-backed structure for product initiatives, epics, and backlog prioritization.
- Worked closely with the marketing engineering team to use product feedback, user behavior modeling, cohort data analysis, and A/B testing to refine product strategy, one landing page test resulting in a 20% increase in conversions.
- Facilitated the "Help Center Remodel" project by conducting qualitative research and quantitative behavior analysis to optimize technical documentation and reduce redundant help center pages by 50%, leading over 2,500 users to adopt new product features.

Assistant Urban Design Planner, Urban Collaborative.

Remote, February 2014 - August 2016.

- Facilitated dozens of participatory design workshops (SWOT design analysis, program management planning, and facilities planning) involving 20-30 federal stakeholders, communicating technical master planning knowledge and urban design patterns to audiences from various backgrounds including military personnel and NASA engineers.
- Conducted quantitative data collection (demographic, utility infrastructure, and land use studies) and qualitative data collection (user needs, design pattern, architectural precedent and other qualitative research) for stakeholders' facilities and created hundreds of high quality strategic planning, and environmental impact design deliverables using AutoCAD, Adobe Suite, GIS.