www.paulaguntaur.com

PAULA GUNTAUR

UX RESEARCHER | RESEARCH DIRECTOR

2018 - Present

Design Research Director @ Scholastic

Hired and trained 3 design researchers. I lead a research team that works with teachers, parents and children to better understand the needs around literacy and education. I direct and execute discovery interviews, proof of concept tests, usability studies and surveys to validate that Scholastic is building the right experience.

• Plan, resource and budget UX Research projects based on roadmaps and organizational goals
• Author, give feedback and execute research briefs, participant screeners, surveys, study guides, task lists and user interviews to inform product design thinking, prioritization and optimization efforts
• Analyze and synthesize top-line recommendations with presentations, videos and research reports

2016 - 2017

Design Director @ FiftyThree

Led a team of 2 designers. Owned design strategy, design resourcing and product design decisions for a new presentation tool called Paste. Worked with head of Product and Engineering to implement a process which enabled the team to quickly design, build and measure new features for Paste.

• Managed resource and project allocation for 2 designers
• Led product squads resulting in an increase of user growth by 10% & media usage by 40%
• Met weekly with design team to review work, give feedback, and create alignment
• Monitored feature performance (with Intercom and Mode) proposing adjustments to the user path

2015 - 2016

UX Research Director @ FiftyThree

Responsible for planning, coordinating and executing customer research for Paper and Mix. Embedded with design and product teams to directly apply research findings from focus groups and user testing to features. Kept the team connected with the FiftyThree customer.

• Created and managed an Alpha Feedback Program of 20 + companies for Paper For Teams
• Formalized a process for gathering feedback through user testing (in person and online)
• Partnered with data science to measure designs 'in the wild' and propose changes
• Adjusted product specs to include competitive landscape, insight gathering and user testing

2013 - 2015

Senior Designer @ FiftyThree

Senior Designer for several products at FiftyThree including Paper (iPhone and iPad), Mix, Backup and Restore, and Think Kit Onboarding.

• Created personas and storyboards to frame scope of work and focus team on P1 features
• Designed and documented detailed interfaces to accelerate building process
• Managed A/B testing experiments resulting in a design that increased 'ideas' created

2011 - 2013 **Associate Creative Director @ R/GA**

Led a multi-disciplinary team of 7 UX designers and researcherd for the NIKE Commerce account. Directed several NIKE projects including the user experience of NIKEiD on mobile and the in store NIKE clientelling platform.

• Managed career growth, promotions and resource allocation for 7 UX designers and researchers
• Directed high level pitch decks, storyboards and wireframes for NIKE projects
• Partnered with tech team early on to get input and outline a process to deliver designs and fix bugs

2006 - 2011 **Designer & Design Lead @ Microsoft**

Product designer for Microsoft's Office new UI platform called 'Backstage'. In addition. led a team of 4 designers for the Windows Phone 7 Services team.

• Led concept brainstorm for 'Backstage' interaction model
• Flushed out wireframes for various scenarios with program management team
• Facilitated brainstorms with GMs and VPs to craft the future (+ 5 years) Microsoft vision for mobile
• Managed and oversaw the design of all common controls and components for www.windowsphone.com, Windows Live and all communication features for Window Phone KIN

Education

2008 - 2009 **Dale Carnegie Leadership Training**
Microsoft Campus, Seattle

2003 - 2005 **Master of Arts, Interaction Design**
Umeå Institute of Design, Sweden

2000 - 2003 **Bachelor of Arts, Environment Design**
University of Quebec in Montreal, Canada

1997 - 2000 **College Diploma, Industrial Design**
Dawson College, Canada

Skills

Career Growth Management
Card Sorting & Navigation Design
Concept Testing
Design & Research Management
Design Sprints & Brainstorming
Empathy Maps
Personas & User Needs
Product Management
Storyboards & Scenarios
Storytelling & Presentations
Surveys & Data Analysis
UI Architecture
User Journeys
UX Research
Workshop Planning
Wireframes

Design & Research Talks

Insights and Instincts, NYU and Columbia University, New York
Design Process for Mix, Design Driven and Designer & Geeks, New York
Designing for Mobile, SVA, New York
Personal, Relevant and Connected Apps, Web 2.0, New York