

PAUL C. SON

SKILLS

Journey mapping, moderated and unmoderated user testing, in-depth interviews (IDIs), user observations, cognitive task analysis, affinity diagramming, diary studies, design workshops, and survey design.

UserZoom, Qualtrics, SurveyMonkey, Respondent, Miro, Adobe Premiere Pro, and Camtasia

EXPERIENCE

DocuSign, San Francisco, CA – Lead UX Researcher

MAY 2019 - PRESENT

Mobile Team

- Triangulated qualitative and quantitative data from in-house conducted user interviews and vendor led MaxDiff survey, to understand e-signature users habits and needs, which revealed features most suitable for mobile and led the mobile team to rethink its definition of success metrics. The team shifted to metrics based on usage and satisfaction rather than revenue and conversion rates, leading to a clearer product vision.
- Designed and launched a survey to understand the emotions of signatories at final signing and the need for smart search features. We uncovered barriers to signing and the need for improved reading features, which led to new initiatives to improve the reading and signing experience. Also, we showed that the feature needed to be for desktop users and not mobile.
- Surfaced design and app performance issues through moderated and unmoderated usability testing prior to launch of mobile app redesign and maintain our existing app store rating.
- Performed concept testing on new mobile purchasing experience to reveal usability issues that would hinder completion rate, which promoted the value of usability testing in the org.
- Conducted interviews with A/B test participants to gather qualitative data for A/B test that revealed accuracy issues in a new machine learning driven feature. This led to the delay of said feature and made the case for more resources to improve the new feature.

Healthcare Vertical

- Collaborated with business development, sales, marketing, and product management to scope generative research to understand e-signature use cases in healthcare, which prevented duplicative efforts and created clear workstreams to inform our go-to-market strategy.
- Designed and executed a comprehensive survey to validate pain points of line-level healthcare workers dealing with patient records and signature requests, informing

strategic decisions within DocuSign's healthcare vertical using a buy, build, or partner framework.

- Tested new design concepts for the healthcare vertical in support of the new strategy, which informed the design patterns for all new vertical specific document fields.

Agreement Workflows

- Led a series of in-depth interviews with e-signature users to understand their mental models and expectations of a workflow tool, which informed stakeholder design decisions.
- Planned and executed monthly concept testing to evaluate new concept designs and helped the product team reach Beta within a six month timeline from start to finish.
- Led and ran the Customer Early Access Program to get product feedback that surfaced major feature gaps to cross functional teams to inform product's roadmap priorities.
- Conducted usability testing and partnered with design to synthesize insights that informed recommended design changes to mitigate the usability issues while still meeting deadlines.

Salesforce, San Francisco, CA – Sr. User Researcher

AUGUST 2015 - MAY 2019

- Led a product journey map initiative to discover product onboarding pain points, leading to a new customer success team devoted to creating new learning content and developing features to improve the learning experience for new Einstein Analytics customers.
- Showcased user sentiment throughout our product journey with an emotion map, which fostered customer empathy and became a success metric for yearly product retrospectives..
- Inspired product and engineering stakeholders to connect with customers' pain and challenged team's perceptions by producing video reels from usability sessions.
- Analyzed the cognitive tasks of customer service and sales data analysis to inform designs and functionality for Einstein Analytics Service and Sales Analytics Apps.

Andera, Inc, San Francisco, CA – Jack of All Trades

JUNE 2011 - JUNE 2012

- Implemented product user interface with HTML and CSS and created internal training documentation.

United States Air Force, 317th AMXS, Dyess AFB, TX – Avionics Systems Technicians

AUGUST 2004 - JULY 2007

- Maintained and troubleshooted communication and navigation systems on C-130H cargo airplanes in support of Operation Enduring Freedom and U.S. humanitarian aid efforts.

EDUCATION

University of California, Berkeley – Master of Information Management and Systems

AUGUST 2013 - MAY 2015, BERKELEY, CA

University of California, Berkeley – B.A. Philosophy

AUGUST 2009 - MAY 2011, BERKELEY, CA