

PAUL C. SON

SKILLS

Cognitive task analysis, journey mapping, remote and in-person user testing, in-depth interviews (IDIs), user observations, survey design, affinity diagramming, diary studies, and design workshops.

TOOLS

UserTesting, UserZoom, Qualtrics, User Interviews, Adobe Premiere Pro, and Camtasia.

EXPERIENCE

DocuSign, San Francisco, CA - *Lead UX Researcher*

MAY 2019 - PRESENT

Mobile Team

- Triangulate qualitative and quantitative data from in-house user interviews and vendor-led MaxDiff surveys to understand users' needs. This research revealed features most suitable for mobile and prompted the mobile team to redefine success metrics, shifting focus to usage and satisfaction instead of conversion rates, leading to clearer product vision.
- Design and launch a survey to understand signatory emotions during final signing and the need for smart search features. This work uncovered barriers to signing and the need for improved reading features, leading to new initiatives to enhance the reading and signing experience and showed the feature was primarily suitable for desktop users.
- Surface design and app performance issues through moderated and unmoderated usability testing prior to the launch of mobile app redesigns, helping to retain our app store rating.
- Lead concept testing on new mobile purchasing experiences to reveal usability issues that would hinder completion rates, thereby promoting the value of testing to stakeholders.
- Conduct interviews with A/B test participants to gather qualitative data, revealing accuracy issues in a new machine-learning-driven feature. This led to a delay in the feature's release to prevent poor user experiences and ensure a user-centered product vision.

Healthcare Vertical

- Collaborate with business development, sales, marketing, and product management to scope generative research to understand e-signature use cases in healthcare, which prevents duplicative efforts and creates workstreams to inform our go-to-market strategy.
- Design and execute 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.
- Test new design concepts for the healthcare vertical in support of the new strategy, which informs the design patterns for all new vertical-specific e-signature document fields.

Maestro Agreement Workflows

- Lead a series of in-depth interviews with e-signature users to understand their mental models and expectations of a workflow tool, which informs stakeholder design decisions.
- Plan and execute monthly concept testing to evaluate new concept designs, helping the product team reach Beta within a six-month timeline.
- Lead and run the Customer Early Access Program to get product feedback, surfacing major feature gaps to cross-functional teams to inform product roadmap priorities.
- Conduct usability testing and partner with design to synthesize and socialize insights to drive design changes, mitigate usability issues, and meet deadlines for General Access.

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 the team's perceptions by producing video reels from usability sessions.
- Analyzed the cognitive tasks involved in 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 interfaces 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