

# Paul Gunther

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**UX Researcher | Service Designer | Human-Centered Design Expert**

## PROFILE

High-level problem-solver dedicated to using human-centered design to identify core problems, end users' friction points, and opportunities for improvement. Excel at interviewing study participants and facilitating discovery workshops, then synthesizing data and crafting stories to communicate insights to decision-makers. Background includes establishing standard processes and research repositories to facilitate collaboration and efficiency. Back up qualitative research with quantitative data. Provide training and coaching on design best practices, research-technology integration, workshop facilitation, and data analysis. Collaborative and analytical professional who skillfully navigates ambiguity and communicates effectively with various audiences. Known for natural curiosity, systems thinking, empathy, leadership, and customer satisfaction.

## SKILLS

- Experience Mapping
- Interviewing/Workshop Facilitation
- Evaluative Research/Usability Testing
- Storytelling/Results Reporting
- Ethnographic Research/Contextual Inquiry
- Survey Development and Results Gathering
- Program, Research, and Universal Design Process
- Problem Identification/Process Improvement
- Feasibility Studies
- A/B Testing | User Testing
- Developing/Maintaining Data Repositories
- Project Management | Service Design Management
- Tactical and Strategic Planning
- Accessibility

Technology: Miro/Mural, Typeform, usertesting.com (UserZoom), Userinterviews, Figma, Adobe Suite (Illustrator, Photoshop), Airtable, Google Docs, MS Office (Word, Outlook, PowerPoint, Excel), Mac, MS Forms, Airtable, Gemini, ChatGPT, Qualtrics

## EXPERIENCE

TECHNICAL ASSENT – WASHINGTON, DC (HYBRID)

NOV 2023 – PRESENT

### Consultant – UX Research and Design

Perform qualitative and quantitative user research to help federal clients meet goals related to customer experience and employee experience. Collaborate cross-functionally, interfacing with project managers and CX team members on the client side to understand their needs and communicate project progress. Complete environmental scans to understand the current state of service delivery, uncover pain points, and identify improvement opportunities. Conduct research surveys; interview customers, employees, and end users; and facilitate human-centered design workshops. Design mockups, wireframes, and other visual aids, as well as call centers. Lead workstreams; create research plans, develop quick reference guides, and delegate tasks.

- Stepped into an ongoing project to support the US Department of Veterans Affairs (VA) in enhancing their employee experience to boost retention/happiness and facilitate a strong customer experience.
  - Led the effort to study the empowerment workstream, focusing on intermediary outcomes for KPIs.
- Contributed to an initiative for the US Department of Agriculture (USDA) Office of Customer Experience (OCX) to improve customer service ratings across homeownership programs benefiting lower-income households.
  - Identified friction points within digital and non-digital programs; provided recommendations and proofs of concept.
- Operationalized best practices to increase efficiency and support business administration; for example, initiated a service design playbook of templates for use in remote usability testing, obtaining informed consent, and participant conversations.
- Performed internal research to create boilerplate content on past performance for inclusion in Requests for Information and Requests for Proposal (RFI/RFP) as part of an enterprise-wide effort to support business development operations.

DHI GROUP, INC. – DENVER, CO (HYBRID)

JAN 2022 – MAY 2023

### UX Researcher

Conducted evaluative research on DHI's career website product Dice.com, providing data and insights to support design, product, engineering, and technology teams. Designed and executed research plans, analyzed and synthesized data, and provided regular updates and documentation to more than 100 internal stakeholders. Coached product designers and product managers on the role of UX research in their projects. Performed usability testing for DHI products and competitors' products. Utilized card sorting, tree testing, and usability studies, as well as usertesting.com, Miro, Typeform, and Figma.

- Collaborated across functions to establish a feedback repository to improve the accessibility of research insights.
  - Sourced technology and created proof-of-concept.

- Audited stakeholders' data consumption; developed a code framework and feedback channel map focused on technologists' product research/design and its alignment with the user experience.
- Collaborated with product, design, and engineering teams to perform proof-of-concept testing on a new feature; played a key role in using participant feedback to iterate design and production.
- Gathered feedback to identify and evaluate friction points in existing products.
- Included video and audio clips in research reports, providing concrete evidence of the end-user's voice by cutting clips together to tell a clear and concise story.
- Investigated software solutions to transition qualitative feedback from raw receipt to a consumable state for internal stakeholders; initiated a proof-of-concept with Airtable, considering the human factor.
- Transitioned the project update cadence from weekly to monthly; following the change, more stakeholders reached out to ask questions, helping bridge gaps between departments.
- Authored documents that enabled designers and product managers to take ownership of their usability studies.

## CITY OF CENTENNIAL – CENTENNIAL, CO

JUN 2016 – JAN 2022

**UX/UI Researcher and Designer**

Served as a user experience/user interface and research SME on the Innovation Team (I-Team) tasked with identifying the City's biggest problems, then ideating and implementing logical and creative solutions. Led discovery and brainstorming sessions resulting in actionable insights. Designed research studies that included surveys, workshops, interviews, and contextual inquiry; synthesized data; and crafted stories to communicate insights to the larger team. Used matrices and logic models to prioritize potential solutions. Developed and tested minimum viable products (MVPs).

- Performed generative research for the Aging in Community initiative to identify challenges among older constituents. Assessed AARP and similar organizations' segmentation to structure research projects and align efforts.
  - Interviewed community members about their perceived challenges within the community. Evaluated results, communicated insights to elected officials, and narrowed eight research categories to four.
  - Collaborated with the team to write "how might we" questions informed by research and conducted ideation workshops with the community; narrowed hundreds of ideas to 65, plotted them on a matrix of feasibility vs. impact, and identified initiatives with the biggest potential impact. Created logic models to inform policy.
- Provided resources to address housing-related goals solidified during the Aging in Community ideation process; partnered with internal and external stakeholders to create a universal home design guide (Lifelong Homes).
- Co-managed the Mobility Ambassador Program (MAP), a partnership between the City and the Centennial Senior Commission to build educational curriculum to provide older adults with greater access to services. Uncovered prevalent technology-related reluctance due to lack of understanding.
- Investigated residents' transportation preferences as part of Go Centennial, a pilot project to determine whether light rail traffic would increase if people had access to free Lyft rides to the train station.
  - Identified challenges involving the user experience and accessibility to individuals with mobility issues or limited financial means. Recommended ongoing monitoring rather than further action.
- Audited internal tools and interviewed staff members to understand how different stakeholders used those tools and uncover related pain points. Developed a matrix of impact vs. feasibility that informed the development of a project management playbook, charter, and repository for universal use.
- Coached staff on interviewing best practices, building and facilitating workshops, and synthesizing findings.

## NUTRISLICE, INC. – BROOMFIELD, CO

DEC 2014 – JUL 2015

**Client Success Specialist**

Supported client success managers in servicing their accounts, representing a software company that offers digital menu products. Resolved day-to-day issues to maintain strong client relationships and satisfaction, leading to retention.

- Designed a comprehensive client research survey, providing valuable insights for product iteration and marketing decisions.

*Earlier experience:* Market Researcher, Magzook Tightening Systems (Denver, CO)

**EDUCATION AND PROFESSIONAL DEVELOPMENT**

University of Denver – Denver, CO | **Bachelor of Arts in Film and Marketing**

Project Management Institute (PMI), Wicked Problem Solving, Sep 2024

Leaders of Awesomeness, Advanced Approaches to UX Research, Jun 2023

Nielsen Norman Group, The Human Mind and Usability, Jun 2022

Nielsen Norman Group, User Interviews and UX Strategy, Mar 2021

Jake Knapp, Design Sprint Workshop, Dec 2017

Denver Peak Academy, Six Sigma Black Belt Training, Apr 2017