

PAUL J. SHERMAN

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USER EXPERIENCE PRACTITIONER & LEADER

User experience practitioner and leader bringing 20+ years of experience providing agile / lean user research and design for employers and clients ranging from startups to enterprises. Proven track record establishing UX practices, mentoring junior staff, and improving processes while aligning with business goals and meeting users' needs.

Areas of Expertise

- ❖ Organizational UX transformation
- ❖ Agile UX process establishment & oversight
- ❖ Mentoring & managing team members
- ❖ Qualitative / quantitative data synthesis
- ❖ Generative user research
- ❖ Rapid prototyping & validation
- ❖ Design for multiple touchpoints & channels
- ❖ Accessibility evaluation & governance

Technical Domain Knowledge

- ❖ Design for IT & DevOps technologies
- ❖ Cloud server, network & endpoint security
- ❖ Design for smart device management
- ❖ Industrial process control applications
- ❖ SaaS consumer & enterprise accounting
- ❖ SaaS HR, ERP & CRM application design
- ❖ Consumer health & medical devices & mobile apps
- ❖ Web & mobile design for enterprise applications

PROFESSIONAL EXPERIENCE

SHERMANUX • Chagrin Falls, OH

Principal Consultant | 2008 – Present

Transform clients' products and services via user research, iterative design, process implementation, and mentoring. Clients include Adopt-a-Pet.com, American Medical Identifications, Autosoft, CloudPassage, Dell, Entertainment Partners, The Federal Reserve, First American Title, FormFire, Lenovo, Microsoft, Realtime Gaming, Rio Tinto, Synq Solutions, Trend Micro, University Health Systems, USAA, Verizon, and others.

Selected accomplishments:

- ❖ **Redesigned the Microsoft HealthVault Web portal** – conducted field observations of target users, tested HealthVault web portal prototypes, and iterated portal design based on user research findings.
- ❖ **Redesigned and usability tested the information architecture and workflow for Dell's online server configurator.** Conducted field observations of IT professionals to identify needs and represent them in prototypes.
- ❖ **Established agile / lean UX research and design processes and governance** as interim UX director at Entertainment Partners.
- ❖ Over the course of a four-week discovery, ideation, and design sprint, **interviewed and observed Rio Tinto mining process stakeholders and target users**, identified data visualization and process control user needs for multiple user types, created a mobile prototype, usability tested the prototype then revised it based on user feedback.
- ❖ **Observed Lenovo customers during the consumer PC out-of-box and setup experiences**, and then designed improved multi-channel / multi-modal onboarding workflows and user interfaces.
- ❖ After conducting user interviews, **designed alternative versions of the American Medical Identifications checkout flow**, then usability tested them to identify the best-performing version.
- ❖ **Usability tested and redesigned the dashboard and workflows of CloudPassage Halo**, a SaaS security application for private, public, and hybrid cloud computing environments. Halo was recognized by GigaOM, eWeek, and The Wall Street Journal for cloud security innovation.

KENT STATE UNIVERSITY • Kent, OH

Associate Professor | 2020 – Present

Master of Science Program Coordinator | 2016 – Present

Assistant Professor | 2014 – 2020

Lead the Master of Science in User Experience Design program. Ensure that the program prepares students for UX contributor and leadership roles in the workforce. Create and teach courses on user experience design, accessibility, usability, user research, information architecture, interaction design, and UX leadership. Accomplishments:

- ❖ **Increased the program’s student retention from ~ 75% to above 90%**, consistently the among the highest retention of Kent State graduate programs.
- ❖ **Graduates of the program have moved into positions at top-tier companies** including Amazon, AT&T, Cox, Disney, Hyundai, Johnson Controls, Land Rover, Key Bank, Sony, Sprint, Suntrust Bank, and other organizations.

RISK MANAGEMENT TECHNOLOGIES • Youngstown, OH

Vice President, Product Management | 2013 – 2015

Led design and development of RMT’s policy checklist application, resulting in an on-time launch and double-digit growth in sales between 2013 and 2015. Defined the product roadmap, led design and development sprints, and conducted concept testing for new features.

TURNING TECHNOLOGIES • Youngstown, OH

Head of Product Design | 2010 – 2012

Improved Turning’s educational hardware and software offerings through rapid iterative user testing and user-centered design. Established Turning’s agile / lean UX design and research practice.

SAGE SOFTWARE • Atlanta, GA

Senior Director, User-Centered Design | 2007 – 2009

Director, User-Centered Design | 2004 – 2007

Led efforts to adopt agile user-centered research and design processes for Sage software products. Oversaw a multinational staff of 21 direct and indirect reports, a \$2M operating budget, and a \$300K research budget.

- ❖ Led the redesign of the Peachtree Accounting application.
- ❖ Designed and implemented a rapid innovation program to discover opportunities and create new products.

Prior UX experience at Andara Digital (Director of User Research), Intuit Inc. (Manager of User-Centered Design), University of Texas at Dallas (Senior Lecturer), and Lucent Technologies (Member of Technical Staff).

EDUCATION

PhD in Psychology, University of Texas at Austin

EdM in Psychology, Rutgers University

BA in English, Rutgers University

PROFESSIONAL AFFILIATIONS

USER EXPERIENCE PROFESSIONALS ASSOCIATION • **President** 2008 – 2009

USER EXPERIENCE PROFESSIONALS ASSOCIATION • **Member, Board of Directors** 2004 – 2008

USER EXPERIENCE PROFESSIONALS ASSOCIATION DFW CHAPTER • **Founding President** 2001 – 2004

UX COMMUNITY CONTRIBUTIONS

The User Experience Kit • [Download](#)

An implementation guide and resources for hiring UX contributors and incorporating UX processes into organizations.

UX Research Project Planner / Tracker • [View](#)

A tool for documenting a user experience effort so it provides stakeholders with visibility into the project.

Daily Research Recap Template • [View](#)

A template to quickly communicate research results to team members and stakeholders.

AWARDS & HONORS

User Experience Professionals Association President's Award | 2010

For service to the user experience community and the UXPA.

Human Factors and Ergonomics Association User-Centered Product Design Award | 2008

For user research, design, and usability analysis on the Peachtree Accounting redesign effort.

SELECTED PRESENTATIONS & PUBLICATIONS

Onboarding Users. Invited address to the 2019 World Information Architecture Day conference. Kent, OH.

Onboarding Patterns: When Persuasive Design and Ethics Collide. Invited address to the 2018 World Usability Day Cleveland conference, Cleveland, OH.

Field Research at the Speed of Business. Invited address to the 2017 UX Oxford conference. Oxford, UK.

The Unicorn Is Dead: Soft Skills Beat Coding Skills. Invited address to the 2016 UX New Zealand conference, Wellington, NZ. (Also delivered at the 2017 UX Philippines conference, Manila; and the 2017 Interaction South America conference, Florianopolis, Brazil.)

User Onboarding: Patterns and Anti-Patterns Explored. Invited address to the 2016 UX Singapore conference, Singapore.

Get Strategic: A Hands-On, Collaborative Workshop for Creating A UX Strategic Plan. Workshop for the 2016 UX Singapore conference, Singapore. (Also delivered at UX Cambridge 2017, UX New Zealand 2016; UX India 2017, Bangalore, India; and Interaction South America 2018, Florianopolis, Brazil.)

Changing Minds, Removing Barriers: UX Practitioner as Strategist and Change Agent. Invited address to the Northeast Los Angeles UX Meetup group, Pasadena, CA. <http://www.slideshare.net/PaulSherman/changing-minds-removing-barriers-ux-practitioner-as-strategist-and-change-agent>

Embedding UX Into Your Processes. Workshop for the 2015 UX Strategies Summit, San Francisco, CA. <http://www.slideshare.net/PaulSherman/uxss2015-workshop-paulsherman>

Iterative Prototyping to Reduce Business Risk. Invited address to the 2015 UX Strategies Summit, San Francisco, CA. <http://www.slideshare.net/PaulSherman/decision-insurance-iterative-prototyping-to-reduce-business>

User Research at the Speed of Business. Presentation for the UX Akron professional community, Akron, OH, 2014. <http://www.slideshare.net/PaulSherman/ethnography-at-the-speed-of-business>