ALAN SCHULTZ

SKILLS

UX Research and Operations
Qualitative & quantitative methods (generative, evaluative), cross-functional teamwork, field studies, ethnography, IDIs, usability testing, concept & prototype evaluation, mental models, surveys, text analysis, A/B testing, experimental designs, advanced statistical analysis, UX advocacy, participatory methods

Leadership and Management
Project planning, vision, & strategy, stakeholder relations, cross-functional workshops, & ethics. Angel investor in Validic, Inc. (health tech startup)

Tools
Qualtrics, DScout, UserZoom, data analysis in R & Stata (cross-sectional, clinical, longitudinal, experimental, text-based), Figma

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EDUCATION

PhD, Medical Anthropology, 2014
U Florida, Gainesville

Biomarker Institute, 2011
Nat Sci Fdn & Northwestern U.

Ethnographic Field School, 2010
Nat Sci Fdn & Brandeis U.

Fellowship, Applied Epi, 2006-08
U California, Berkeley & Cal-EIS

MPH, Epidemiology, 2006
U Iowa, College of Public Health

BA, Anthropology, 2003
U Iowa, Iowa City

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Research Portfolio
alanfschultz.com

Publications
scholar.google.com/citations?user=Ki2fC48AAAAJ&hl

Senior UX researcher, strategist, & cognitive medical anthropologist with 10+ years of experience. Industry work for big tech (AI/ML climate mitigation, consumer), hospitality (bar, retail), ed tech (NSF training portal), & digital health tech (CDC, Blue Shield of CA).

EXPERIENCE

Senior User Experience Research Consultant
Blue Shield of California, Oakland, CA (Oct. 2022–Present)
Lead UXR studies on digital health products & strategy (B2B, B2C, & B2G).

- Product development using moderated & unmoderated studies (e.g. UserZoom) & competitor research to identify key user pain points & solutions.
- Data-based strategic UX (e.g. personas of key user groups), to improve alignment of cross-functional product vision (e.g. designers & engineers).

User Experience Researcher
Google Research, AIUX, San Francisco, CA (Nov. 2021–Oct. 2022)
Led and contributed to AIUX product development accelerator team on 1) global B2G climate mitigation solutions, and 2) consumer mobile products

- Climate tech UXR included cross-cultural study that helped to identify critical problems & solutions for existing roadmaps with potential to affect millions.
- Led rapid iterative concept-testing process for key consumer product that resulted in refinement/removal of pending features poorly received by users.

Senior User Experience Researcher and Strategist
Future Bars, San Francisco, CA (Jul 2021–Nov 2021)
Established and led qual & quant customer experience research on bars & retail.

- Developed an iterative UX program for 10 locations to field test customer-centered solutions using observational & point-of-sales data.
- Established data analytics processes & trained management to extract CX metrics, which immediately helped reduce inventory loss >10%.

Applied Cognitive Medical Anthropologist & Tenure-track Professor
Dept. of Anthropology, Baylor University (Aug 2014–Jun 2021)
Led qual & quant studies in cognitive & behavioral anthropology. Work featured in top global journals (*Nature*) & media. Co-founded PhD program at R1 university.

- Over 7 years, led 4-person field research team in Amazonia to study how sociocultural factors counter chronic stress in low-stress populations.
- Co-led mixed methods research in Belize on how experiences of climate change alter behavior and worldviews among farmers from different cultures.
- Ran UX experiments to map how culture shapes music preferences. The results were used to improve ML for music streaming.

Mixed Methods Researcher and Graduate Research Fellow
University of Florida and Nat Sci Fdn (May 2011–May 2014)
Grant-funded mixed methods cognitive anthropology on heart-health and culture in Amazonia, and 2) a participatory study of food environment in Tallahassee, FL.

- Established & led 6-person research team in Amazonia that helped show how culture buffers against chronic stress among the world's heart-healthiest group (IDIs, mental models, surveys, biomarkers).

User Experience Researcher and Applied Epidemiology Fellow
University of California, Berkeley & CA Office of AIDS (Jun 2006–Jun 2008)
Applied research to improve chronic disease treatments and interventions

- UX research on treatment adherence for CDC AIDS programs, which contributed to 15% improved adherence