

ALAN SCHULTZ PhD

SKILLS

UX Research and Operations

Cross-functional teams, UX-based strategies, concept & prototype evaluation, qualitative & quantitative methods (generative, evaluative), field studies, IDIs, usability testing, mental models, surveys, text analysis, A/B testing, experimental designs, ethnography, storytelling, advanced statistical analysis, participatory methods

Leadership and Management

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

Tools

Figma, Qualtrics, DScout, UserZoom, R & Stata (cross-sectional, experimental, clinical, longitudinal, & text-based analyses)

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.

Fellow, Epidemiology, 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=Ki2fC48AAAAAJ&hl

UX researcher, strategist, and doctor of anthropology. Industry work with AI/ML (Google consumer mobile & B2B), Ed Tech (NSF), Health Tech (CDC, Blue Shield CA), and Hospitality CX.

EXPERIENCE

User Experience Research Strategist

4XDigital AI, Mountain View, CA (May 2024–Present)

Lead UXR strategy for AI advertising startup.

Senior User Experience Research Consultant

Blue Shield of California, Oakland, CA (Oct. 2022–Feb. 2023)

Led 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 team, San Francisco, CA (Nov. 2021–Oct. 2022)

Led and contributed to AIUX product development accelerator team on 1) global B2G climate mitigation transportation 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%.

Cognitive Medical Anthropologist & Tenure-track Professor

Dept. of Anthropology, Baylor University (Aug 2014–Jun 2021)

Designed & led qual & quant studies over 7 years. Work featured in media & top science journals (e.g. *Nature*). Co-founded PhD program at R1 university.

- Led field research teams 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.

Mixed Methods Researcher and Graduate Research Fellow

University of Florida and Nat Sci Fdn (Aug 2008–May 2014)

Grant-funded mixed methods cognitive anthropology on heart-health and culture in Amazonia, and a participatory study of food environment in Tallahassee, FL.

- Led 6-person research team in Amazonia that helped show how culture buffers against chronic stress among world's heart-healthiest group.

User Experience Researcher and Disease Detective

University of California, Berkeley & Cal-EIS (Jun 2006–Jun 2008)

Applied UX research to improve chronic disease treatments and interventions.

- Research CDC AIDS programs contributed to 15% improved adherence.
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