

SHAWN DIMPFL

USER EXPERIENCE RESEARCHER

Summary

Using my UX research skills developed in dynamic enterprises, a master's degree in social psychology, and a detailed understanding of business strategy and marketing, I bring a unique and multifaceted approach to solving complex design problems.

Experience

BMO Harris Bank Senior UX Researcher

Chicago, IL
Mar. 2019 to Current

- Lead research strategy, planning, and execution for the bank's U.S. and Canadian public websites, collaborating with multiple product teams.
- Conduct in person and remote user interviews, usability testing, creation workshops, competitive analysis, construct user archetypes, and map customer journeys across product lines.
- Led research program to redesign online bank account applications resulting in significant increase in conversion rate and reduction in application completion time.
- Developed BMO Harris' first in-person UX research practice and usability lab kit.

Walgreens Boots Alliance UX Researcher

Chicago, IL
Feb. 2018 to Mar. 2019

- Used a variety of research methodologies to test and refine designs of a complex supply chain application in a multifunctional agile team.
- Planned and executed discovery, usability, and validation research with in-person and remote participants across multiple breakpoints.
- Worked closely with UX and visual designers, product, and business teams for requirement gathering and research strategizing.
- Shared research results, delivered presentations to stakeholders, wrote research reports, and created user journey maps.
- Developed a new UX research methodology for our program and published an article about it: <http://uxpamagazine.org/research-in-a-box/>

General Assembly User Experience Design Immersive

Chicago, IL
Sept. 2017 to Jan. 2018

- Over 420 hours of instruction time leading to the creation of five unique UX projects highlighting the design process culminating in a month-long client project.

Digital Marketing Accelerated Course

- 50 hours of instruction focused on objective first marketing, running multichannel Ad campaigns, and marketing analytics with a final client project.

University of Illinois at Chicago Research Project Coordinator

Chicago, IL
Oct. 2009 to July 2017

- Developed and supported the first business incubator for people with disabilities in the U.S., managed an \$80,000 Department of Labor start-up grant and provided continuing business consulting services (marketing, financing, and product development) for over 25 entrepreneurs.
- Coordinated the creation of a highly successful intervention program for over 90 at-risk high school students with disabilities, integrating the students' needs and feedback to help them successfully transition into employment and college.
- Conducted overall program evaluation, designed research instruments, and wrote the final research reports.

Volunteering

User Experience Professional Association (UXPA) · UX Mentor

Sept. 2019 to Current

World Information Architecture Day · Co-Organizer

July 2018 to Mar. 2019

Contact

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in shawndimpfl

Education

University of Groningen, The Netherlands

M.S. Social Psychology 2009

University of Illinois at Chicago

B.S. Psychology 2006

Graduate Certificate. Non-Profit Management and Leadership 2011

Skills

Data Analytics

Digital Marketing

IBM Enterprise Design Thinking

Information Architecture

Mixed Methods Research

Personas/Archetypes

Project Management

Rapid Prototyping

Service Design

Usability Testing

User Journeys

Web Accessibility Guidelines

Tools

Confluence

Google Analytics

HTML/CSS

Figma

InVision

Sketch

Tableau

UserInterviews.com

UserTesting.com

UserZoom