

LAURA Y PARADIS

UX research & service design

Staff UX Researcher at FreeWill, Remote • Dec 2021 - present

Started and defined UX & design research practice at social impact startup. Planned discovery roadmap to meet multiple design team needs while also supporting evaluative research. Influenced roadmaps across services and products.

Sr UX Researcher at CVS Health, Remote • Feb 2021 - Dec 2021

As a lead researcher on health services, introduced and championed customer journey research and service design to the train.

- Led covid-19 user journey research, whose recommendations increased page conversion by 5%, making the covid-19 testing more accessible to millions of Americans.
- Advocated and led in-person clinic research with providers, to inform a holistic patient and provider virtual care service. Designed service blueprints to relieve both provider and patient administrative burdens. Uptrained designers in service design basics.

Sr Design Researcher, BlueCross BlueShield, Chicago, IL • Jun 2019 - Feb 2021

As senior member, co-defined our research approach, increasing the value of research and strategy to business and IT.

- Led service design effort for Blue Door Neighborhood Centers that identified ways to track impact and engage with guests. Informed information architecture, on-site programming, and digital touchpoints.
- Served as key voice for the member. Established research efforts across several teams including usability, content testing, analytics for optimization. Prioritize findings, ensured that they translated into user stories and are relevant within the agile development cycle.
- Led enterprise-wide effort to standardize metrics across patient-facing digital experiences. Collaborated across and aligned customer service, product support ops, and Director-level colleagues using a member journey architecture.

Service Design Lead, Design Thinking Lab at Ci3, University of Chicago • Apr 2017 – May 2019

Managed team at a startup for social impact, using mobile health units as living labs for improving and scaling product and service strategies to improve adolescent sexual health.

- Partnered with mobile health units to increase adolescents' access to sexual health services. Initiatives increased partners' contraceptive provision and counseling visits by 15% and 27%, respectively.
- Designed and led research across the product life-cycle. Facilitated brainstorming across wide range of stakeholders — from minority youth to city public health officials — and researched analogous examples to generate ideas for an improved experience. Prioritized and tested prototypes with stakeholders.
- Developed and implemented quality improvement tool to ensure every adolescent received information about sexual health and contraceptive options. Improved data collection and reporting.
- Coordinated provider trainings to ensure inclusive care.
- Oversaw clinician-facing and adolescent-facing work streams. Launched youth advisory council, who provided regular feedback on prototypes and services. Launched provider advisory council, to test prototypes and services in other clinical spaces.
- Presented at local and national events to disseminate work for replication.

EDUCATION

DePaul University Chicago, 2013-2016

M.S. in Human-Computer Interaction

University of Chicago Chicago, 2006-2007

M.A. (MAPSS) in the Social Sciences
Socioeconomic benefits of cultural planning

Fudan University Shanghai, 2003 Mandarin studies

Brown University Providence, 1998-2002

B.A. in English, Honors in Creative Writing
Additional coursework at Rhode Island School of Design

TOOLS

Microsoft Office, Miro, Adobe Creative, prototyping tools

LANGUAGE

Intermediate Mandarin

AWARDS

Notable: Core77 Strategy & Research 2019

CONTACT

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CX Design Researcher, Summer 2016 - Spring 2017; UX Research Intern, Summer 2014 • Grubhub, Chicago, IL

Led research for key initiatives to inform high-level strategy and micro-decisions across product, operations, and marketing.

- Restructured team's project workflows to improve stakeholder management to increase research impact.
- Established monthly user sessions for the Delivery Driver team, including usability and exploratory research, to prioritize user perspectives and behaviors.
- Organized first "Data Open House" for research and data analyst collaborations.

Research Associate 2007-2010, Consultant 2011-2013 • Chicago Arts Partnerships in Education (CAPE), Chicago, IL

Led participatory research projects with over 150 teachers, 30 artists and 500 students at 45 public schools. Created continuous dialogue around research to improve programming and develop professional workshops.

- Co-designed new research methods, engaged teachers and artists in participatory research, and conducted both exploratory and evaluative research.
- Responsible for IRB, research design, data collection, analysis, hiring and training research assistants and project management.
- Presented at national conferences and co-authored article for peer-reviewed publication.

Program Officer, Partners for Livable Communities, Washington, DC • 2004-2006

Produced events to spark innovative solutions for civic issues, with 15-150+ attendees and budgets over \$200,000. Built momentum for arts-based community development field, that is nationally supported today.

Freelance Graphic and Web Designer • 2002-2013

Effectively translated clients' missions into print materials and websites. Design and storytelling work featured in Newsweek online, The New Yorker online.