

Paul R. Trumble

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Introduction

With 20 years of experience in product management, marketing, development, research and analysis of a variety of online presences in both the public and private sectors. I am experienced at the management of user experience design projects, the development of UX strategy and the measurement of UX outcomes. My experience encompasses time working both in-house and as an outside consultant. Beyond user experience design, I have a depth of experience in analytics and both quantitative and qualitative research methodologies, and a diverse educational background at both the undergraduate and graduate level. As a consultant, I have principally worked in the healthcare sector for FDA and VA, where I lead a team to redesign their healthcare portal. In the private sector I have 24 years of experience in financial services, working in both IT and the business side of the house.

Skills

- Planning
- Budgeting
- Product Management
- Project Management
- User Research
- User Experience (UX) Design
- UX Strategy
- Information Architecture
- Interaction Design
- Wireframing
- Prototyping
- Problem Solving
- Usability Testing
- Journey Mapping
- Conceptual Modeling
- Ethnographic Research
- Persona Development
- Competitive Analysis
- Web Analytics
- A/B Testing
- SQL
- Google Analytics
- Adobe Analytics
- Search Engine Optimization (SEO)
- Agile: Scrum
- Agile: Kanban
- Agile: SAFE
- Plain Language
- Accessibility (508 compliance)
- Axure Rapid Prototyping
- Balsamiq Mockups

Experience

Sr. User Experience Designer - Dovel Technologies

April 2017 - Present

- Using Axure Rapid Prototyping and Balsamiq Mockups, developed static wireframes and prototypes to effectively communicate new designs and product concepts to clients, developers and other stakeholders of www.grantsolutions.gov.
- Developed design playbook for redesign of one of three federal grants management websites.
- Worked closely with partner project directors to understand the unique problems faced by various client agencies and designed effective solutions for them.

Technical/Project Lead - VA Myhealthvet Redesign - SRA International

April 2015 - March 2017

- Through an agile, iterative design process, led a team in a redesign of myhealthvet.com, the most heavily trafficked VA website in order to improve task success and satisfaction.
- Implemented responsive design to accommodate a wide variety of contexts
- Provided design vision, planning and day to day leadership for the design team.
- Regularly briefed and gained consensus on design decisions/direction from program management, staff and senior leadership at VA.
- Incorporated emerging federal and VA standards (18F and USDS) in the new product.
- Incorporated key healthcare concepts in the redesign in order to promote patient safety and provide for improved health outcomes for those under VA care.

Paul's Team developed a prototype redesign for the VA health portal that showed a 67% improvement in Task Success, a 57% gain in Task efficiency, and a 41% boost in User Satisfaction as measured by independent longitudinal studies conducted over the course of the project.

Sr. User Experience Designer - VA eBenefits - SRA International

January 2013 - March 2015

- Redesigned numerous features of VA's eBenefits site to improve performance and satisfaction.
- Created highly-functional prototypes for use in usability and other ethnographic research methods to arrive at better design solutions.
- Using Google Analytics, developed site performance metrics to measure the site's contribution to the agency's mission and provide evidence of the development of successful solutions.
- Briefed high-level agency stakeholders on design, goals and strategy.

User Experience Design Lead - FDA MARCS - SRA International March 2011 - December 2012

- Managed a user experience design team in the design tools for the FDA office of regulatory affairs officers to use in the completion of their investigations in the office and the field.
- Created high fidelity prototypes with Adobe Fireworks, jquery/HTML5, and Balsamiq Mockups.
- Developed design guidance for the development of web applications for mobile devices.
- Conducted field study of ORA officers using prototype applications.

User Research Manager - geico.com - GEICO January 2004 - March 2011

- Introduced the concept of user research at GEICO.
- Built and led a team to analyze and evaluate the user experience of geico.com using techniques from the fields of web analytics, information architecture, user-centered design and usability.
- Planned and conducted a nationwide ethnographic study of car insurance shopping behavior, producing a concept model which successfully allowed geico to avoid pitfalls in entering new markets.
- Developed a model for measuring the value of organic keyword search traffic. This was useful in determining effective content strategy, and a strategic vocabulary for the site.
- Analyzed web traffic to identify opportunities for improved conversion and site performance.
- Developed key performance indicators (KPIs) for geico.com to provide near real time monitoring of site effectiveness.
- Planned, conducted and analyzed A/B tests to improve key conversion rates.
- Planned and led major field study of customers and call center associates across the United States as research into the development of an integrated product with improved customer experience for all.

Paul developed and conducted an experiment to test and confirm his theory that the lack of a phone number on the homepage of geico.com resulted in a net 20% increase in abandonment compared to top competitors.

Business Owner, Product Manager, Team Lead - geico.com - GEICO

August 1998 - January 2004

As the eighth member of GEICO's ecommerce team, Paul was responsible establishing the business model for geico.com and for developing the product roadmap for online insurance quotes and sales.

- Led development of the first online auto insurance site to offer online quotes in 49 states and the District of Columbia.

- Directed development of one of the first two auto insurance sites to offer online sales of car insurance in the united states.

- Researched and Developed the information architecture for a Webby Award winning website (geico.com, Best Insurance Site - 2005)

- Created the initial search engine strategy for geico.com.
- Led the implementation of a sophisticated web analytics tool and administered the tool (Visual Sciences, a.k.a. Adobe Omniture Discover).
- Introduced product reviews in order to gain search benefits of user-generated content.
- Planned, developed, launched and analyzed email marketing campaigns.
- Relaunched geico.com in 2003, to replace original organically grown website using a research-driven methodology.
- Developed a data-driven roadmap to guide product development toward goals such as quote automation, online sales and improved conversion.
- Initiated and approved requirements, analysis, design and development.
- Led technical development team using Java technologies to create dynamic web applications.
- Developed microsites, such as geicoracing.com, to support offline advertising initiatives.

Various Positions - GEICO - February 1987 - August 1998

- Manager, Compliance Auditing
- Manager, Legal and Regulatory Compliance
- Manager, Information Management
- Sr. Underwriting Analyst
- Underwriting Coach
- Underwriter

Education

Master of Business Administration (MBA) - Mount Saint Mary's University -
May 1994

- With Honors, GPA 3.94
- Focus on Technology and Management
- Capstone Project: The Design and Implementation of a Computer Based Reference Volume.

Bachelor of Arts (BA) - Virginia Tech - June 1986

- Degree awarded in International Studies, also completed requirements for a bachelors degree in Economics.
- Completed French language program in La Rochelle, France.

Training

- *Successful Leadership Strategies* - Anne Bruce
- *Web Site Optimization* - Web Analytics Association (WAA)
- *Visual Site Analyst* - Visual Sciences
- *Presenting Data and Information* - Edward Tufte
- *The Seven Habits of Highly Effective Web Teams* - Jared Spool
- *Information Architecture* - Thom Haller
- *Java Programming Language for Non-Programmers* - Sun Microsystems
- *Object Oriented Project Management* - Lockheed Martin
- *Introduction to Unix and Linux* - Everett Holland
- *Object Oriented Analysis and Design* - Lockheed Martin