

PAUL OLSON

User Experience Manager

paul@paulolson.com

858-220-9673

[linkedin.com/in/paulrussellolson](https://www.linkedin.com/in/paulrussellolson)

Chicago, Illinois

PROFILE

Passionate and strategic thinking UX design leader leveraging 23+ years' proven success in the eCommerce sector. History of strategically identifying and fulfilling the needs of users through implementing creative design solutions. Highly organized, with a talent for balancing multiple competing priorities.

AREAS OF EXPERTISE

- User Experience Design
- Project Management
- User Research & Data Analysis
- Usability & A/B Testing
- Problem Solving
- Process Improvement
- Team Leadership & Coaching
- Cross-functional Collaboration
- Concept Development & Prototyping
- Relationship Development

EDUCATION

BAS, Visual Communications

Brown College, Minneapolis, MN

TECHNICAL SKILLS

- Adobe Creative Suite
- HTML
- CSS
- JS
- Confluence
- Jira
- Axure
- InVision

Continued...

PROFESSIONAL EXPERIENCE

Staples Inc., Chicago, Illinois & Amsterdam 2012 to Present

Senior User Experience Manager, 2015 to Present

Spearhead redesign of multimillion-dollar enterprise product, focusing on maximizing usability and optimizing bottom funnel checkout flows. Oversee research, evaluations, and user testing activities to uncover strategies that enhance the user experience on desktop and mobile applications while driving business value. Develop prototypes for engineers. Collaborate cross-functionally across all project phases by establishing timelines, technology limitations, and research goals.

- Increased average order size \$100 by improving usability and bottom-of-funnel checkout streams of a multimillion-dollar enterprise product.
- Designed new UX product experience strategy that increased user coupon redemption by 3 million.
- Enhanced user experience and decreased bounce rate 18% by designing and implementing global design system and standards for UI pattern library.
- Awarded the 2016 Keep it Simple Staples Associate Award.
- Created an environment of productivity and personal accountability that was instrumental in reducing overtime by 10%

User Experience Manager, 2012 to 2015

Directed creative eCommerce product design initiatives for global platform. Mentored and coached design team members while forging and fostering collaborative relationships. Created and executed compelling designs to exceed business objectives while emphasizing brand presentation and customer experience.

- Successfully aligned creative execution with business strategy, user experience, and technology while ensuring consistency across all multi-platform shopping channels.
- Re-platformed 19 Staple websites in the European Union, leading to 31.4% increase in website efficiencies and 18% profit increase.
- Boosted revenue by \$65M while obtaining 150K new enrollments by developing and launching new company rewards program.
- Formally received Staples Stemberg Inspired Selling Award and Team Award in 2011 and Recognized for exemplary performance with 2014 Chairman's Award.

PROFESSIONAL EXPERIENCE, CONTINUED

Staples/Quill.com, Greater Chicago Area, Illinois

2007 to 2012

Web Supervisor / UX Lead

Oversaw daily web and email media operations while supervising nine staff. Ensured consistent branding and design across all platforms and media. Partnered interdepartmentally to devise and implement promotions and specials. Hired, trained, and managed design staff.

- Garnered 12% increase in website engagement by directing complete redesign of website homepage and navigation system.
- Doubled email campaign revenue within first week of implementation of the management experience.
- Spearheaded new email marketing campaigns, facilitating 26% increase in revenue while securing 12% open rates.
- Developed feature roadmaps to build momentum in releasing products faster while completing operational analysis.

i-SAFE Digital Learning, Carlsbad, California

2004 to 2007

User Experience Manager

Championed user interface design and created interactive software. Oversaw print and web branding for new products. Designed and maintained company website and intranet. Liaised with print and online media vendors. Led hiring and training for design staff. Reviewed and approved proofs and printed copy before finalization while ensuring adherence to timelines, budgets, and project requirements.

- Raised output efficiencies 32% by introducing and engineering new content management system (CMS).
- Lowered print marketing costs \$2.5M by developing new online training program.