

# PAUL OLSON

User Experience Leader

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Chicago, Illinois

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## PROFILE

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Passionate and strategic thinking UX design leader leveraging 25+ 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.

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## AREAS OF EXPERTISE

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

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## EDUCATION

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### Associate of Arts and Sciences – AAS Advertising Design

Brown College, Minneapolis, MN

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## TECHNICAL SKILLS

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- Power BI & Quantum Metrics
- HTML
- CSS
- Confluence
- Jira
- Figma

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## PROFESSIONAL EXPERIENCE

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CDW LLC., Chicago, Illinois 2021 to Present

### Senior Manager Product Design, 2021 to Present

As Senior Manager of UX/UI/Research Design, I lead our team of 30 associates and two direct managers to bring continuous thought around collaboration, iterations, continuous testing, rapid-fire feedback, and quick decisions on everything in product design. My team understands fully the need to be continually innovating, developing the vision, and testing new ideas without fear of failure.

- Built our new team from the ground up from 6 designers to 30, integrating the triad model while integrating dual track discovery in our SAFE Agile methodologies.
- Established a DesignOps practice that increased efficiency by 30% in product design work while minimizing non-design-related disruptions.

Anixter & Wesco Inc., Glenview, Illinois

2019 to 2021

### Senior Director of UX & Product, 2019 to 2021

Leading the Product & UX design system and early discovery concept projects. Created a successful redesign investment business case which led to enhancing the web standards with WCAG 2.1 & architecture of new digital products. Used design thinking methodologies to gain stakeholder alignment and directional concept development. Led product perspective projects using qualitative and quantitative data, teardowns, and competitive assessments of experiences.

- Team Increased over all OSAT score from 71.2 to 81.3
- Enhanced VOC by implementing a go to market strategy that brought post transaction surveys and text analytics to the business leaders.
- Increased average order size from \$536 to \$850 by new & improved BOM builder for large scale projects.
- Increased customer engagement by 10% with new header & browse design.
- Improved product backlog by enabling prioritization matrix.
- Created an environment of productivity and personal accountability that was instrumental in reducing overtime by 10%

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 PROFESSIONAL EXPERIENCE, CONTINUED
 

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Staples Inc., Chicago, Illinois &amp; Amsterdam

2012 to 2019

**Senior User Experience Manager, 2015 to 2019**

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. Staples/Quill.com, Greater Chicago Area, Illinois 2007 to 2012

Quill.com, Lincolnshire, 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.