

PAUL AMSBARY

+1 802.871.0934 · pamsbary@gmail.com [linkedin.com/in/paulamsbary/](https://www.linkedin.com/in/paulamsbary/)

INDUSTRY EXPERIENCE

Disney Streaming Services • *Manager, UX Design August 2018 – Present*

Manage team of researchers & design strategists to launch & sustain multiple global streaming products: Disney+, ESPN+ and Star+.

- Defined the mission & built a research team of 4 leading to the launch of Disney+ (10M subs Day 1). Created workflows, systems and operations to support researchers while conducting research and managing direct reports.
- Collaborate with product and design teams to improve and enhance domestic & international consumer experiences & support subscriber growth. Focus on qualitative methods including ethnography (IDIs), concept testing, usability, RITE testing, cognitive walkthrough & studies with families and kids.
- Plan & scale research operations including recruitment, data & knowledge management, legal governance; vendor procurement, hiring, & team roles.
- Teach and empower other designers to hone their approach problem solving through design thinking workshops, collaborative ideation & inclusive design activities.

BAMTECH Media

UX Lead · Feb 2015 – August 2018

Led UX on teams responsible for researching, ideating and communicating the user experience for streaming applications including MLB.tv, NHL.tv, NHL.com, ESPN+ and CBS Sports.

- Communicated design solutions to product and engineering through wireframes, user flows, interaction specs and prototypes. Designed, delivered and maintained consistent visual and interaction language across iOS, Android, web, and Connected Devices (Roku, tvOS/AppleTV, Xbox, Sony Playstation and Amazon FireTV).
- Successfully positioned design as the starting point in product discovery to understand user needs and estimate workloads. Established workflow of sprint demos to present to cross-functional stakeholders, gather and assess feedback and validate design against technical constraints.
- Implemented a research program to support user-centered design decisions. Developed workflows and operational processes for conducting research and disseminating insights. Developed personas for multiple sports streaming products based on qual research that I conducted.

Turner Broadcasting

Sr. UX Designer · April 2011 – February 2015

Managed internal R&D design team to execute research, ideation, design and prototyping for emerging tech opportunities across Turner networks.

- Launched advanced advertising second screen formats employing technology to sync second screen (phone/tablet) interactives with the TV.
- Created new monetization features for interactive television applications which were patented.
- Designed Push Notification platform to replace a 3rd party solution, achieving ROI within one year of development.
- Ran workshops across Turner brands to solve thorny problems and develop new products. Managed internal resources and vendors to rapidly move from research to proof-of-concept. Clients included CNN, NBA, Tru-TV, TBS/TNT, Cartoon Network, and PGA-Tour.

Yahoo!

Sr. Interaction Designer · December 2009 – April 2011

Designed solutions for Yahoo! products and services on web, interactive television, and iOS.

- Led UX design for interactive television applications including Fantasy Baseball, NCAA Tournament and photo-sharing
- Designed interactive television companion applications to support DVR-management, search/discovery, EPG and wi-fi remote control for iPad and iPhone

Schematic

Sr. UX Designer · July 2007 – December 2009

Created deliverables including wireframes, personas, taxonomies, site maps, competitive analyses, strategy briefs, and functional specifications for clients including Dell, HSN, NPR, Coca-Cola, Comcast, Turner & The Library of Congress.

ACADEMIC EXPERIENCE

University of Wisconsin

Associate Professor (Adjunct) · January 2019 – Present

Teach and mentor graduate-level students in UX design and design thinking.

Springboard

Lead Instructor and Mentor · January 2018 – Present

Collaborated with instructional designers and copyeditor to develop and launch 350+ hour UX career-track curriculum. Continue to mentor aspiring UX professionals in a UX design programs.

EDUCATION

Georgia Institute of Technology

Master of Science, Digital Media

California Institute for the Arts (Cal Arts)

Master of Fine Arts, Critical Studies

Miami University

Bachelor of Fine Arts

WORKSHOPS/SPEAKING

UX Fundamentals: Wireframing & Prototyping · General Assembly · Atlanta

Break into UX · General Assembly · Atlanta

Introduction to User Experience Design · General Assembly · Atlanta

Pathways to UX · General Assembly · Atlanta

Where Motivation Meets UX · Reading Plus Brown Bag Series · Burlington, VT

PATENT

Method and system for coupons based on automatic content recognition (9027049)