

PAUL AMSBARY

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Coursera • *Principal Product Designer November 2021 – Present*

Lead designer on Coursera's enterprise and consumer web and mobile product surfaces

- Led a team of multidisciplinary designers and marketing managers to redesign Coursera's enterprise websites, leading to 20% increase in qualified leads
- Led unification on consumer and enterprise product discovery surfaces to create efficiencies for experimentation and consistent user experiences resulting in annualized impact of \$6 million
- Identify new opportunities and lead design on 0-1 learning products for skills development and skills tracking
- Mentor early-career designers and researchers • Create new models of UX excellence by demonstrating design and research frameworks and partnerships

Disney Streaming Services • *Manager, UX Design August 2018 – October 2021*

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+ in 2019 • Created workflows, systems and operations to support researchers
- Collaborate with cross functional teams to improve and enhance domestic & international consumer experiences in hands-on capacity • Discovery, shaping solutions, qualitative research and hands on design solutions
- Support subscriber growth through making sense of and taking action on quantitative and qualitative research methods including surveys, analytics, ethnography, concept testing, usability, RITE testing, cog walks
- Scaled research operations including recruitment, data & knowledge management, legal governance; vendor procurement, hiring, & team roles
- Mentored and empowered designers to hone their approach to problem solving through workshops, collaborative ideation & inclusive design activities

BAMTECH Media

UX Lead · Feb 2015 – August 2018

Led UX on teams responsible for designing numerous global 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 visual and interaction design systems across iOS, Android, web, and connected devices (Roku, tvOS/AppleTV, Xbox, Sony Playstation and Amazon FireTV)
- Established a design-led culture in product discovery to understand user needs and estimate workloads
- Created the first research program to support user-centered design decisions • Developed workflows and operational processes for conducting research and disseminating insights • Developed segmentation for multiple sports streaming products based on qual research

Warner Media Discovery (previously 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

Paul Amsbary Resume P2

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

Once a year I teach Experience Design 2 (COMP SCI/ LIS 612), a 3-credit course at the University of Wisconsin–Madison. This course is part of the MS in Design + Innovation or the Capstone Certificate in UX Design.

Springboard

Lead Instructor and Mentor · January 2018 – Present

Collaborated with instructional designer to develop and launch 350+ hour UX career-track bootcamp • 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