

Paul Boshears, PhD

Lead Experience Researcher

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Relevant Experience

Lead Experience Researcher

Verizon Connect (Atlanta | Remote)

October 2021–

- Leads research strategy for particular areas of the product, and works proactively with cross-functional leaders in these areas to develop strategic research roadmaps.
- Helps the cross-functional team in these areas of the product become experts on our users, the jobs they need to complete, and their valued outcomes.
- Plans and conducts strategic research in these product areas to ensure stakeholders understand the right problems to solve for customers.
- Identifies and plans for tactical research to investigate optimal solutions during the design process.
- Uses research insights to establish product-market fit (e.g., Lean Product Playbook) and prioritize research opportunities in a fast-paced and rapidly changing environment.
- Supports designers and other team members to conduct their own usability testing and customer conversations as part of democratization of research efforts.
- Empowers fellow researchers to break out of silos, to socialize research across Verizon Connect, and raise the bar on quality of research work.

Senior UX Researcher

Verizon Connect (Atlanta | Remote)

Jan 2020–Sep 2021

- Grow, support, and evolve user experience research efforts at while disseminating, using, and educating on best practices
- Manage multiple research vendors/partners for recruiting, data analysis, and completion of research.
- Plan/conduct user research and communicate results throughout Verizon Connect.
- Develop framework/methodologies for research to understand users, customers, and stakeholders.
- Partner with Verizon marketing, product, design, and development teams to prioritize research opportunities in a fast-paced and rapidly changing environment.

Limited-Term Assistant Professor of Philosophy, Art & Design

2016–2019

Georgia State University, Kennesaw State University

- Created user-centered undergraduate and graduate curriculums that aligned assessment protocols with learning outcomes.
- Managed, assessed, and mentored 300–400 team members per year.
- Established KPIs and milestones for team within world-class research institution.
- Trained junior researchers in mixed research methodologies and how to manage the scope of their multi-year research projects.
- Created, maintained, and executed cutting-edge interdisciplinary research programs resulting in 11 highly-visible peer-reviewed and edited journal articles and popular press publications.
- Regularly invited to present research findings at local, regional, national, and international venues.
- Organized 15 research-based workshops, symposia, and exhibitions across North America and Europe.

Awards

Perfect 10 Award
HOW Design Magazine

Best of Collegiate Design
College Media Association

Sarah Larson Distinguished Scholar
Perimeter College, Georgia State University

Recent UX Research Mentoring & Speaking Engagements

- [“The UX of Being Human”](#) UX Wizards Podcast
- [“Transitioning from Academia to User Research”](#) User Research Atlanta
- [“Navigating Complexity and Giving Good Counsel”](#) UX Hustle 2020 (with Abriel Shipley)

Co-founder

2010–present

continent. (Remote)

- Collaboratively-led a team of designers through a year-long design process with cross-functional teams for the Swiss exhibition at the London Design Biennale 2018.
- Used contextual inquiry methods to create experiential publishing spaces, printed objects, and novel multimedia experiences.
- Launched media-agnostic publication platform, recruited and managed editorial staff and advisory board, chief marketing officer and bottle-washer.
- Established KPIs and north star strategic leadership for team.
- Forged B2B partnerships with international institutions and venues.

Circulation Manager

2010–2016

Art Papers (Atlanta)

- Used database skills to query, analyze, and clean up proprietary database resulting in reduced shipping costs.
- Coordinated communications and reporting activities with US Postal Service to negotiate metering and decrease costs associated with circulation operations.
- Created social media strategy that incorporated expansion to multiple social media channels, increasing photo and video content, programming, development, and circulation campaigns that increased social media engagement 25% on average annually for three years.
- Formalized internship program and intern recruiting efforts with executive and editorial leadership resulting in increased capacity and productivity for editorial, circulation, and programming teams.
- Created market research program by recruiting and managing a team interns to assist with cold-calling, contextual inquiry, and sales-oriented mapping activities resulting in an average of 15% increased distribution income annually over two years.

Education

PhD, Philosophy, Art & Critical Thought (*summa cum laude*)
The European Graduate School
Saas-Fee, Switzerland

MA, Communications (*with honors*)
The European Graduate School

BS, Sociology
Kennesaw State University

Certifications

Quality Matters Certification, Building an Online Course; Kennesaw State University

Certificate of Completion, User Experience Design Immersive; General Assembly

Recent Clients & Collaborators

- World Economic Forum, Global Futures Council
- International Storytelling Center
- Haus der Kulturen der Welt
- Centre Culturel Suisse–Paris
- Emory University Center for Ethics
- ProHelvetia