

Emily Paul

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SELECTED PROJECTS (for full list of projects visit emilylenglepaul.com)

Not Impossible Pro Bono

July 2017 - Present

- Working with colleagues from Salesforce to help Not Impossible refine their strategy and redesign their website.
- Planning and facilitating a one-day workshop with Not Impossible founder and staff to develop survey-based audience personas and identify opportunities and strategy for audience engagement.

Salesforce Innovation Summit

May 2017

- Co-planned and facilitated a design workshop with Salesforce users and developed recommendations.

A User-Centered Perspective on Algorithmic Personalization

Oct. 2015 – June 2016

- Designed an experimental survey to measure users' attitudes towards personalization of online content.
- Presented work at Privacy Law Scholars Conference, Federal Trade Commission, and House of Representatives.

New Press 20th Anniversary Video

Fall 2012

- Led a project to develop a video for The New Press's 20th anniversary: including managing videographer and animator, developing the story and script, and booking interviewees.

WORK EXPERIENCE

Salesforce

San Francisco, CA

User Researcher

Aug. 2016 – Present

- Develop and execute on research agenda for three product areas informing both long-term vision and short-term improvements to products.
- Work collaboratively with stakeholders across design, product management, engineering, marketing, and sales to understand research needs and deliver actionable insights.

User Experience Research Intern

May – Aug. 2015

- Worked with a designer to research, design, and validate a new template for community management.

The New Press

New York, NY

Manager of Institutional Communications and Academic Marketing

Jan. 2013 – Aug. 2014

- Chaired interdepartmental committee focused on coordinating outreach efforts across internal departments and building partnerships with nonprofits and cultural institutions to broaden the reach of New Press books.
- Managed technology projects including launch of a new organizational website and implementation of a database.

Development and Academic Marketing Associate

Sept. 2011 – Dec. 2012

- Wrote newsletters, academic marketing promotions, appeal letters, and grant proposals and planned events to communicate The New Press mission and activities to subscribers, professors, and donors.

Center for Global Development

Washington, DC

Institutional Advancement Associate

Jan. 2011 – Aug. 2011

- Carried out outreach and activities for two donor groups including corresponding with individual donors; maintaining Salesforce database records; and writing newsletters, appeals, and event invitations.
- Coordinated annual report process from conception to delivery and distribution.

Institutional Advancement Assistant

Sept. 2009 – Dec. 2010

- Participated in the design and execution of two high-level donor summits.

Access to Finance Intern

Nov. 2008 – May 2009

- Supported senior fellow's research on the financial crisis and effects on financial access in developing countries.

EDUCATION

School of Information, University of California, Berkeley

May 2016

Master of Information Management and Systems, GPA: 3.96

- Fellow: Center for Technology, Society & Policy and Center for Long-Term Cybersecurity
- Teaching Assistant: Introduction to Peace and Conflict Studies (Fall 2014); Information Organization and Retrieval (Fall 2015); Information Visualization and Presentation (Spring 2016)

Emory University

May 2007

Bachelor of Economics and International Studies, GPA 3.72

CURRENT VOLUNTEER WORK: Neighborhood canvassing for the California single-payer healthcare bill; data entry and other support for Causa Justa:Just Cause, a Bay Area grassroots housing and racial justice organization

TECHNICAL SKILLS: HTML, Illustrator, information visualization (D3, Highcharts, Tableau), Javascript, Python, R

RESEARCH METHODS: field studies/ethnography, interviewing, participatory design workshops, survey design and analysis, usability testing