KARL A. NEUMANN

RESEARCHER & DESIGNER

karlneu.com
linkedin.com/in/karlneumann
karlangeloneumann@gmail.com

EXPERIENCE

Oct 2023 – Present
Lead UX Researcher

Kooth Digital Health PLC

- Digital mental health firm specializing in youth services
- Managed research and created designs that improved app store ratings from 3.2 → 4.6 across both app stores
- Supported product from launch to >100,00 active users

Aug 2022 – Sep 2023
Senior UX Researcher

ZS Associates

- Management consulting & technology firm focused on transforming global healthcare & beyond
- UXR function of the firm's digital & connected health venture focused solely on digital health products & platforms
- Moderated >50 patient, clinician, & stakeholder interviews

Sep 2021 – July 2022
Patient Experience Lead

Memora Health

- Digital health software company funded by a16z & YC digitizing & automating care journeys with SMS & AI
- Implemented >20 patient engagement, remote patient monitoring, & clinical trial nudge journeys
- Studied >50k messages resulting in a 25% rise in AI accuracy

Sep 2019 – Sep 2021
UX Lead (research+design)

Memora Health

- Drafted company's first AI, content, & survey style guide
- Scoped analyses on AI, patient race & age bias in R (N=766)
- Redesigned NLP, surveys, & UI for >100k AI-patient messages

EDUCATION

Bachelors in Psychology

McGill University

TOOLS

- Figma
- R (JASP)
- Canva
- Looker / Tableau
- Wix
- Jira+Asana

SKILLS

- Quant + qual UX research
- Content + survey design
- Wireframing + mockups
- Conversational design
- Experimental design
- Behavioral science
- Literature review
- UX writing
- Statistics

REFERENCES

Manav Sevak

CEO & Co-founder,
Memora Health
manav@memorahealth.com

Robert (Bobby) Brooke

CEO & Co-founder
Intervene Immune
bobby.brooke@gmail.com