Andrew W. Podob, PhD.

PROFESSIONAL SUMMARY

Mixed-methods user experience (UX) research leader with 8+ years experience in research design and strategy, survey research methodologies, applied social psychology, and translational data analytics. Expert at designing, conducting, and reporting out UX research studies to generate actionable insights.

PROFESSIONAL EXPERIENCE

PRINCIPAL USER EXPERIENCE RESEARCHER • UNITEDHEALTHCARE • SEPTEMBER 2022 – PRESENT
- Spearheaded 30+ research studies since hire date with a main focus on increasing member usage of digital assets, encouraging members to go mobile-first when engaging with UHC (call obviation goal), and increasing NPS.
    - Select project metrics: Expanding the Prior Authorization Status Tracker to the Medicare & Retirement LOB resulted in a 10% reduction in member phone calls to customer service, a 23% increase in digital traffic YOY, and an NPS increase.
- Proven collaborator with UX designers, service designers, a content strategist, product stakeholders, and external participant recruiting vendors.
- Successfully manages research studies by developing research budgets, strategizing on research design, and creating project timelines to track bandwidth.
- Manages a team of 3 junior researchers, mentoring and developing them on project work and industry best practices.

RESEARCH MANAGER • REASON RESEARCH, LLC • JUNE 2021 – AUGUST 2022
- Designed and executed end-to-end custom quantitative and qualitative market research services for pharmaceutical, biotech, medical device, and diagnostics clients in the US and EU.
- Utilized surveys, 1-on-1 interviews, and usability studies to understand the behavior and attitudes of physicians, patients, caregivers, and other healthcare providers.
- Worked cross-functionally with research and graphic design teams internally, and clients' marketing and sales teams externally, to address stakeholder needs.
- Effectively managed research teams and prioritized research plans in a fast-changing environment.
- Mentored junior colleagues on best practices in research design, survey research, and statistics.
- Translated data into actionable recommendations; drafted executive summaries for stakeholders; prepared presentations that delivered actionable, synthesized insights.

DOCTORAL RESEARCHER AND INSTRUCTOR • DEPARTMENT OF POLITICAL SCIENCE • THE OHIO STATE UNIVERSITY • AUGUST 2015 – DECEMBER 2020
- Designed more than a dozen custom/ad hoc survey studies with over 50,000 individual subjects.
- Generated insights by performing quantitative analysis of survey, experimental, and observational data.

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- Utilized methods including surveys, lab studies, audit studies, and online experiments (A/B testing and RCTs), coupled with advanced modeling strategies (regression analysis, factor analysis, PCA, ANOVA, ANCOVA, causal inference, etc.).
- Prepared data visualizations, tables, and graphs to summarize research results.
- Budgeted for, applied for, and obtained ~$35,000 in internal and external grant funds (NSF) to conduct and present research at 15 academic conferences.
- Held memberships in American Psychological Association (APA) and American Association for Public Opinion Research (AAPOR) professional associations.
- Taught 7 semesters of Political Science 3115 – "Introduction to the Public Policy Process" to roughly 90 undergraduate students each semester.
- Awarded department's Francis R. Aumann Award for Distinguished Teaching 2018-2019.
- Performed professional service as a member of the department's diversity and inclusion working group, the university's yearly diversity recruitment efforts, the university's yearly research presentation forum, and two university-wide graduate award committees.

PROJECT MANAGER • DEPARTMENT OF POLITICAL SCIENCE • THE OHIO STATE UNIVERSITY • FEBRUARY 2016 – MAY 2020
- Coordinated day-to-day project operations among team members.
- Recruited and managed over two-dozen undergraduate research assistants.
- Presented research project at two academic conferences.
- Published co-authored paper in peer-reviewed journal *American Journal of Political Science* (Impact factor: #1 in political science).

RESEARCH TOOLS

Advanced proficient in Dscout, UserTesting, Qualtrics, MUIQ, SPSS, R (RStudio), LaTex, and Microsoft Office.

Methods utilized: Usability testing (moderated and unmoderated), A/B testing, surveys, discovery and generative research, focus groups, 1:1 interviews, diary studies, concept testing/prototype testing, card sorting, tree testing, eye-tracking studies

EDUCATION

PH.D. • DECEMBER 2020 • THE OHIO STATE UNIVERSITY
Political Science. Specializations in behavioral research, survey methodology, experimental design, and questionnaire design.

M.A. • DECEMBER 2017 • THE OHIO STATE UNIVERSITY
Political Science.

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B.A., *CUM LAUDE* • MAY 2015 • UNIVERSITY OF MARYLAND
Major: Government and Politics. Pi Sigma Alpha. Graduation student speaker.

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