



# KARL A. NEUMANN

RESEARCHER & DESIGNER

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## EXPERIENCE

### Aug 2022 – Present 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

### Feb 2018 – May 2019 Clinical Research Associate

Vitality Biopharma

- Biopharma, specialty care, & healthtech firm
- Coordinated & led research with physicians & psychologists treating chronic pain & opioid use
- Conducted literature reviews & internal briefings

## EDUCATION

### Bachelors in Psychology

McGill University

## TOOLS

- Figma
- Looker
- R (JASP)
- Wix
- Canva
- 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](mailto:manav@memorahealth.com)

### Robert (Bobby) Brooke

CEO & Co-founder  
Intervene Immune  
[bobby.brooke@gmail.com](mailto:bobby.brooke@gmail.com)