

# REBECCA SHULTZ PhD

## WORK EXPERIENCE

### DESIGN MANAGER & SENIOR PRODUCT MANAGER

2018 — Present

Athos

- Led a team of 3 senior UX, product and brand Designers supporting 3 product vertices across the company.
  - Established User Research culture through the creation of personas, continuous discovery frameworks, and journey maps.
  - Created systems for Product, Design and Engineering to work effectively together through disciplined Design Reviews, SOPs, and handoff templates.
  - Grew the individual talent on the design team through a culture of feedback and cross transfer of skillsets.
- Lead the long & short term strategy for Athos's core software product experience - leading initiatives across distributed Research, Design, Engineering and Business teams.
  - Developed and managed a road map and release schedule for the Athos Training System product vertical.
  - Conceived and developed the Athos Coaching Algorithm to review individual training sessions, assess injury risk and recommend personalized corrective exercises. This empowered coaches to multiply personalized training efforts across tens and hundreds of athletes.
  - Ideated and launched Athos real time coaching 2.0, enabling sport science principles to be incorporated into Athos real time coaching during workouts. This feature was widely adopted by athletes across 46 professional and D1 teams.
  - Lead the product and program overhaul for the Athos onboarding experience, increasing week 4 WAU by 47%.
- Collaborated with developers, and other key stakeholders, to improve company processes, engineering velocity, and customer impact.
  - Implemented new Agile sprint frameworks improving communication across engineering and product teams.
  - Improved internal tools, reducing the time spent supporting the customer base by 48%.

### UX DESIGNER & PRODUCT MANAGER

2015 – 2018

Lumo Body Tech.

- Designed and drove the implementation of the Lumo Run coaching engine and audio experience, leading to the highest NPS score of any Lumo company product.
- Redesigning the UX flows for the Lumo Lift App using best practice in coaching and behaviour change, which led to a 50% increase in retention.
- Incorporated onboarding best practices and behaviour design principles to improve the success of the Lumo Lift onboarding experience.

### BIOMECHANIST, LAB MANAGER

2008 – 2015

Sports Medicine, School of Medicine, Stanford University

- Published 6 articles as first author; Co-authored 30 additional publications with high citation rates (2260, H-index – 22)
- Successfully mentored and managed 30 interns and their independent research studies.
- Conducted over 500 Stanford varsity athlete sports science assessments, across all sports, to assist their clinical team in maintaining athlete health and progression on Return to Play protocols.
- Completed projects in the areas of physician and patient decision-making processes, including return to play decision-making and the incorporation of human centered design in the prevention of chronic disease.

## EDUCATION

### PHD IN KINESIOLOGY (BIOMECHANICS)

2005 – 2009

University of Western Ontario, Canada

Thesis project: running shoe foot kinematics using a multisegmented foot model.  
Awarded 3 month internship at Nike Sports Research Lab.

### B.ENG IN MECHANICAL ENGINEERING

2000 – 2005

McGill University, Canada

Focus on biomedical engineering, including 4th year project on the wear patterns of hip implants.  
International exchange at Sydney University in Biomedical Engineering.

## DESIGNER MANAGER PRODUCT MANAGER BIOMECHANIST

Expertise in product management and user experience design for wellness and sports science products that promote behaviour change.

Experience in all phases of the product cycle, from initial discovery to post-production iteration and continuous discovery.

Well-versed in many types of athletic movement. Has tremendous empathy for the customer, and passion for helping people realize their potential.

Behaviour change specialist and health coach dedicated to promoting health and wellness.

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## SKILLS

### UX DESIGN & RESEARCH

wireframes • user flows • information architecture • usability testing • contextual inquiry • interviewing • affinity clustering • surveys • competitive analysis • creative matrix • journey mapping

### PRODUCT MANAGEMENT

continuous discovery • influencing without authority • implementing user-centered product design • product vision • product strategy • roadmaps • driving implementation through agile development process

### TOOLS

amplitude • mixpanel • pivotal • jira • confluence • figma

## Professional DEVELOPMENT

Human Centered Design (Innovation for People), LUMA

Behaviour Change Specialist, Ace Fitness

Product manager — Foundation & Build & Launch, Pragmatic

Health Coach, Ace Fitness