



Anthony D Paul

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User Experience Architect

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I help brands alleviate pains in their digital products, to give users joy in each interaction. I'm also told I'm a pretty fun dude.

*Resume details online at: <http://linkedin.com/in/anthonydpaul>
Portfolio examples and references are available upon request.*

idfive
Baltimore, MD
2015 to current

Director of UX
Team Manager
Conference Speaker

Lead product **research and development** teams, directly **managing and mentoring** the UX team, while providing oversight of design and development teams on all digital projects.

Act as an extension of clients' strategic teams, to **advise on business processes**, brand messaging, and tools in addition to architecting and testing new tools.

Conduct market, audience, and usability research, to **identify business opportunities** for high-exposure **national clients** in higher education and healthcare.

EightShapes
Washington, DC
2014 to 2015

Sr. UX Designer
Researcher
Prototype Developer
Conference Speaker

Determined **research methodology** and approach, to find highest impact product opportunities on projects ranging from B2B software systems to **atomic UI libraries**.

Organized and facilitated **on-site contextual inquiries**, moderated **usability tests**, group sketching activities, and prototype play tests. Distilled findings and recommendations into actionable documentation, to gain **shared understanding** and encourage decision-making.

Analyzed and **rearchitected** multiple, complex, innovative, business-critical software systems to optimize user tasks, improve **affordance/understandability**, and increase productivity. **Generated prototypes** of all fidelities to communicate concepts.

ADG Creative
Columbia, MD
2011 to 2014

Sr. Digital Strategist
UX/IA Lead
Conference Speaker

Developed ADG's user experience toolkit and associated strategic offerings, approaches, and processes; **mentored** other disciplines on best practices.

Subject matter expert and architect of innovative, mission-critical, web-based software systems that streamlined business and collaborative processes; worked closely with end users to **discover efficiency opportunities, define success, and ensure quality**.

Defined content and learning activities for immersive **e-learning experiences**.

Guided ADG's first **mobile products**, recommending approach and QA process.

Fathom Creative
Washington, DC
2006 to 2011

Technical Lead
Sr. UX/UI Designer
Sr. CMS/UI Developer

Founded and developed Fathom Creative's competitive interactive team, CMS offerings, UX toolkit, and interactive processes.

Ushered more than fifty web projects of all sizes and timelines from pitch to maintenance, with strategic and **quality control leadership at all stages**.

Vetted and interviewed all interactive team members to establish Fathom as one of DC's premier interactive agencies.

Professional Focus

Strategic analysis (research methodology, contextual inquiry, product recommendations)

Process documentation (user definition, task flow diagrams, findings reports, wireframes)

Concepts and prototypes (group sketching, atomic UI libraries, HTML/CSS/JS, PHP/MySQL)

Usability testing (on-site interviews, remote moderated testing, treejacks/sorts, play tests)

Education

The Ohio State University, Department of Design, Columbus, Ohio
Bachelor of Science in Design (BSID), Magna Cum Laude
Formal studies in Schwäbisch Gmünd, Germany and Rio de Janeiro, Brazil