



Anthony D. Paul

Innovation Lab Leader

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I redefine complex problems, into explorable, creative exercises, to cocreate with end users and spark multi-disciplinary teams into action.

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

Current

*Global travel,
hubbed in Chicago
and Atlanta*

Technology and Data Futurist / GE Transportation, Innovation Lab / October 2016

I'm helping global railroads to envision the climate they'll need to compete within, to avoid extinction, and create opportunities. I lead traveling research and design teams as the principal workshop facilitator and futurist. We're envisioning the role of deep learning, predictive analytics, and artificial intelligence, to better support human strategists and workforces.

I motivate diverse skills and perspectives toward common goals, whether by MacGuyvering my own prototype for communicating an idea, or by understanding organizational, departmental, and business needs, to build partnerships among executives. I'm an expert generalist, armed with an array of survival hacks and a passion for creating sense from ambiguity.

Previous

*Baltimore-DC
technology corridor*

Director of UX / idfive / 2015 to 2016

Hired to establish and lead the UX and research practice in an agency serving higher education. Directly managed two UX reports and all interactive project teams. Helped diversify the agency's services, mentored creative and technical teams on user-focused best practices, and matured the quality and effectiveness of products the team was building for customers.

Senior UX Designer / EightShapes / 2014 to 2015

Acted as a traveling workshop facilitator and usability researcher, helping to set product vision for established Fortune 500 companies including Yahoo, 3M Health, Audi, and Riot Games. Designed and developed high-fidelity UI prototypes to integrate into corporate backends.

Senior Digital Strategist / ADG Creative / 2011 to 2014

Hired to establish and lead the UX and research practice within an 80-person agency with \$20M in defense contracts. Set vision for and managed production of enterprise data visualizations that literally briefed President Obama, saved lives, and prevented world wars.

Technical Lead / Fathom Creative / 2006 to 2011

Acted as the senior-most UX/UI designer and researcher, lead CMS developer and technical strategist, also supporting recruitment and new business efforts to establish Fathom as one of DC's premier interactive agencies. Matured the agency from selling \$3,000 websites to winning \$2M, multi-year contracts.

Education

The Ohio State University, Department of Design

Bachelor of Science in Design (BSID), Magna Cum Laude

Supporting studies in Schwäbisch Gmünd, Germany and Rio de Janeiro, Brazil

Community

Mentor and educator / I continue to professionally advise many of my former team and community members, even teaching graduate-level UX/research courses as an adjunct.

Conference speaker and organizer / I regularly speak at national conferences on UX and creative leadership and have been organizing large-scale events for 10+ years.