Anthony D. Paul

Innovation Lab Leader

(907) 444-4448
anthonydpaul@gmail.com

3302 Pine Heights Dr. NE / Atlanta, GA 30324
@anthonydpaul / stickielab.com / adp.rocks

I deconstruct wicked problems, into explorable, creative exercises, to co-create with end users and design futures we all benefit from.

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

Current
Global travel, hubbed in Atlanta

Design Futurist and Lab Manager / GE Transportation, Innovation Lab / October 2016+

I lead a futurism and skunkworks product team, exploring the intersection of humans, artificial intelligence, predictive analytics, and industrial automation. We travel worldwide, shadowing transportation veterans to highlight new opportunities to compete within a world that's rapidly being disrupted. I take our learnings internally, to workshop with executives across the shipping logistics ecosystem, co-create with the end users, and procure funding for new product innovation. Our visiontypes paint the world we want to live within, and I complement them with tactical roadmaps for the step-by-step organizational, political, and technological shifts needed to make that future tangible and possible. Partners include railroads, shipping ports, seafaring vessels, trucking, mining, and other benefactors of industrial data.

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 coded 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 full-stack 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

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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.