

Paul M. Conn

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UX/UI Designer / Front End Developer

Visual designer with nearly 20 years experience as both a designer and front end developer. I have worked in various environments such as corporate, agency, startup and remote teams. I am comfortable using the Adobe Creative Suite, Microsoft Office, Axure, Sketch, Sublime, GIT, as well as many other related software apps.

Demonstrated Skills

- o Engaging, user friendly visual design
- o UX / IA Wireframes / Prototypes
- o Comfortable in Agile environment
- o Responsive design with Bootstrap / Foundation
- o Front End Development (HTML/CSS/JS)
- o Magento eCommerce design/implementation
- o WordPress design and development
- o Internet Marketing strategies
- o Project management
- o Social media planning/implementation

Work Experience

CHAIONE, Houston, TX 2014 - 2017

Sr. Front End Designer & Developer (FT & Contract)

For this mobile development agency, my role included the development of UX-driven wireframes, prototypes, websites, mobile applications, and HTML5 web-based applications for clients as well as in-house projects.

- o Worked with teams to develop interactive prototypes for client projects and prospective clients
- o Developed variable based template systems for Marketo marketing campaigns
- o Designed and built WordPress-based websites for several clients in the energy market

TERLATO WINES, Chicago, IL 2012 - Present

Interactive Design / UX (contract)

For this Chicago-based winery and wine distributor, I assisted their move to e-commerce with Magento.

Responsibilities included: visual design, responsive design/UX, front end development and content management.

- o Designed frontend website for use with the Magento e-commerce platform
- o Worked with backend developers to create frontend code, styling and assets
- o Managed holiday AdWords campaign including ad creation, research, and reporting (30k budget)

THE CREATIVE GROUP / PROSOFT, Dallas, TX / Chicago, IL / Louisville, KY 2008 - 2014

Interactive Design / UX (contract)

Worked with ad agencies, ecommerce businesses and corporations likes John Deere and Humana. Responsibilities included: visual design, responsive design/UX, front end development and content management.

NATIONAL ALZHEIMER'S ASSOCIATION, Chicago, IL 2011 - 2012

Associate Director, Interactive Design

Worked as a senior-level visual designer responsible for the design and management of various web properties for the Alzheimer's Association. Responsibilities included: UX, visual design, project management, and front end dev

- o Redesign of alz.org homepage, header, expanded footer, and other small areas of the website
- o Project management for various web properties under the alz.org umbrella
- o Assisted with redesign project of entire alz.org website, including research, ux design and prototyping

RAND MCNALLY, Chicago, IL

2010 - 2011

Sr. Interactive / UX Designer

Worked as a senior-level interactive designer responsible for web and mobile project design related to the travel and commercial trucking industries.

- Designed mobile iPhone and iPad apps related to travel and navigation
- Created email campaigns and banner ads to support marketing initiatives
- Designed and coded changes to the company's commercial trucking website that resulted in better user interactions and more prominent product placement

THE HONDO GROUP, Austin, TX

2008 - 2010

Sr. Interactive / UX Designer

Worked as an interactive and user interface designer responsible for digital projects and email marketing.

- Worked with Creative Director to develop products and service offerings for interactive development
- Responsible for increased web project billings from under \$35K to well over \$500K in 12 months
- Helped manage interns and international development partners in Vietnam
- UX and visual design for a carbon management software tool for small and medium sized businesses

RETROSNAPSHOTS, Chicago, IL

2005 - Present

Owner/Designer/Developer

Developed an ecommerce website with an inventory of thousands of photographs and posters

- Manage entire Magento store - hosting, front end development, design, and marketing.
- Marketing efforts include email newsletters, social media, organic/paid search, and other promotions
- Created social media campaigns using Facebook and Twitter to promote the brand

MISSION DATA, Louisville, KY

2000 - 2005

Creative Director

As Creative Director, I was responsible for creative direction on a variety of projects. Involved in all aspects of a project, including client meetings, proposal writing, estimating, comp design, project management, and QA testing. I managed a junior level designer and summer interns.

Education / Professional Development

Working towards B.A. Computer Science, Bellarmine University, Louisville, KY (2015-Present)

Attended training conferences on UX, design, Adobe Flash/Flex, Toronto and Chicago, IL (2009, 2010, 2015)

Giving Back

Volunteered at several Alzheimer's related events over the past two years

Volunteered to help with a Parkinson's symposium event in Louisville, KY

Board Member, KY Chapter, Huntington's Disease Society of America

References are available upon request. Thank you for your time and consideration.