

Paul Malcolm Conn

Louisville, KY

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User Experience Designer

As a highly experienced visual UX designer with over 10 years of experience, I have a track record of successfully shaping interfaces to enhance the user experience and performance of digital UI's. My approach is informed by stakeholder needs, user research, and an in-depth understanding of a client's technology stack. Throughout my career, I have had the opportunity to work in a range of environments, including corporate, agency, startup, and remote teams.

Demonstrated Skills & Expertise

- Using data to inform design decisions
- Wireframe / Prototype development
- Responsive design best practices
- Digital asset creation
- HTML5, CSS, JavaScript, ReactJS
- Translating layouts to pixel perfect code
- Figma, Sketch, Adobe Xd
- Adobe Creative Suite

Work Experience

BLUEFLYMEDIA, Louisville, KY

2017 - Present

Contract Designer / Developer

Currently providing freelance/contract consulting, visual design and web development services. I work for agencies, web3 startups, and local businesses.

- Created wireframes, user flows for a fintech startup redesign
- Coded page templates for a credit union site redesign in the Joomla CMS
- Redesigned website and migrated everything to WordPress from Google Sites
- Provide technology consulting advice on technology stacks, best practices
- Designed and built a Web3 ReactJS web app that integrates with smart contracts
- Designed several websites to support the marketing efforts of new crypto projects

CHAIONE, Houston, TX

2014 - 2017

Sr. Front-End Web Developer & Designer

For this 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.

- Worked with teams to create interactive UX prototypes for prospects and client projects

- Managed small development team in Vietnam for certain projects
- Created WordPress sites for several clients in the energy market
- Managed and maintained corporate WordPress website

RETROSNAPSHOTS, Louisville, KY

2005 - 2018

Owner/Designer/Developer

Developed an online print and poster shop from the ground up.

- Managed hosting, development, design, customer service, fulfillment, and marketing.
- Marketing included email newsletters, social media, AdWords, and other promotions
- Created social media campaigns using Facebook and Twitter to promote the brand

TERLATO WINES, Chicago, IL

2012 - 2017

UX Designer / Front-End Developer (contract / 1099 work)

For this Chicago-based winery and wine distributor, I assisted with their move to e-commerce with Magento. Responsibilities: UX design, front end development and content management.

- Developed wireframes and interactive prototypes to assist client in evolving functionality
- Designed frontend website for use with the Magento e-commerce platform
- Worked with backend developers to create frontend code, styling and assets

NATIONAL ALZHEIMER'S ASSOCIATION, Chicago, IL

2011 - 2012

Associate Director, Interactive Design

At this national non-profit I worked on many different web properties belonging to the Alzheimer's Association. Responsibilities: UX, visual design, project management, and front end coding

- Redesigned alz.org homepage and several micro-sections within it
- Managed projects for several web properties under the alz.org umbrella
- Designed intranet portal for use by entire organization

Professional Development

Working towards BA, Computer Science at University of Louisville (3.5GPA - 125 credit hours)

Giving Back

Habitat for Humanity

Alzheimer's Association

Huntington's Disease Society of America