

# PAUL ANDREW CARLON

www.mynameispaul.com | paulcarlon@gmail.com | (614) 598-2903

## Introduction

Interaction designer with a unique and expansive skill set including a strong interest in front-end web development and a desire to move back to Minnesota.

## Design and Development Experience

### Aver Inc. Columbus, OH | 2014 - Present

**Creative Director / Senior UX/UI Designer.** Oversee implementation of company rebrand and product development. Work with stakeholders and subject matter experts to create design requirements. Generate user-centered experiences through logical information architecture and UX best practices while still meeting business goals.

### Nationwide Insurance Columbus, OH | 2013 - 2014

**User Experience Designer / Creative Technologist.** Developed strategies to simplify how users navigate and use information across product domains. Built and maintained detailed wireframes for use in design and development processes. Designed clean, professional and responsive user interfaces. Created responsive prototypes using HTML5, CSS3 and jQuery for user testing and final development. Researched user needs via usability studies and user testing.

### Manta Media (manta.com) Columbus, OH | 2010 - 2013

**User Experience Designer / Front-End Developer.** Heavily involved with new product ideation and design. Worked in a collaborative manner with customer service, product and marketing teams to continually improve all aspects of user experience. Created wireframes and visual designs from requirements documentation. Generated design specifications and style guides for use in development. Created and maintained an object oriented css library.

### Tracermedia Interactive Columbus, OH | 2009 - 2010 (contract)

**Production Developer.** Created interactive e-learning activities using Actionscript and XML to educate students on how to utilize various programs within the Microsoft Office suite. Animated static print assets for use in educational software by McGraw-Hill.

### Tween Brands Columbus, OH | 2008 - 2009 (contract)

**Interactive Designer.** Created visual assets for Justice and LimitedToo for landing page and email usage. Developed interactive assets implementing Actionscript and XML. Designed, created, and arranged assets for email campaigns. Created flash games used for marketing purposes.

### Orange Barrel Media Columbus, OH | 2006 - 2007

**Art Director / Designer.** Designed large format wallscape media, many of which gained national exposure and recognition. Served as primary point of contact on numerous projects for clients such as Nationwide Insurance, City of Columbus, Toyota, Miller Brewing Co. and Gillette.

### America Online, Inc. Columbus, OH | 2005 - 2008 (multiple contracts)

**Visual Designer.** Created and managed visual assets for AOL's international web portals. Created and standardized visual requirements and specifications for international development teams. Specialized in design and illustration of static and dynamic graphics used for advertising and landing page usage.

## Education

Bemidji State University - Bemidji, MN | 2004  
Bachelor of Science - Design Technology

## Skills Overview

### Visual Design

Wide range of contexts: large-format wallscapes; functional screen user interfaces; rock-solid graphics and layouts; physical 3D models. When designing across contexts two things are necessary – flexibility (bring design skills first) and resourcefulness (then figure out the toolset.)

### UX

Designer for user-centered experience employing techniques that achieve predictable and desirable results. Creating harmony between organizational goals and user expectations through best practices in usability and functionality while keeping in mind visual and emotional design factors.

### Photography

A natural eye for composition and attention to detail. Photos have been featured on various forums and blogs, and highly-trafficked websites like SciAM.com, Travelmuse.com and Eurotuner.com.

### Code

Front-end development, good command of CSS, HTML and jQuery, and a strength for responsive web development. Ability to create well-thought-out, pragmatic code.

### Computer Skills

Photoshop	HTML
Illustrator	CSS
Flash	SCSS/LESS
Lightroom	Javascript
InDesign	jQuery
Blender	Subversion
AutoCAD	Git
Solidworks	Wordpress
Webstorm	Shopify

## References

Available upon request.