



I'm a Philadelphia based designer bringing together an entrepreneur background and project management skills to create intuitive, user-centered experiences.

Contact

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Skillset

User-centered design
Sketching/Rendering
Project management
User research & Testing
Information architecture
Brand strategy & identity
Personas & User stories
Wireframing &
Prototyping
Data analysis

Tool kit

Sketch
Figma
InVision
Github
Whimsical
Adobe creative suite
HTML, CSS & Javascript

Projects

Pretty Bird App | iOS Prototype

paulcain.design/prettyBird.html

An advanced ordering solution to reduce customer wait times and to relieve labor pressure. Created with Sketch, InVision, and Illustrator

Bubble Drive | Web & iOS Prototype

paulcain.design/bubbleDrive.html

Cloud storage solution for small businesses. Created with Figma InVision, and Illustrator

Experience

Dream Boat Coffee

Co-Founder, 2018 - 2019

- Lead and managed the full build-out of a 300 square foot physical cafe which services over 1,250 customers per week, and generates over \$250,000 in revenue per year.
- Engaged in user-research, data analysis, and user focused design to build an energetic, approachable branding experience.

Pretty Bird Coffee

Co-Founder, 2017 - 2018

- Established daily operational and management procedures for leading a team of 20.
- Journey mapped the on-boarding experience for new employees and oversaw the training and development of key team members.
- Oversaw day-to-day operations for a roasty/cafe that services 2,100 customers per week and generates \$650,000 in annual revenue.

Education

Bloc

User Experience Design Program, 2018 - 2019

University of Pittsburgh, College of Business Administration

B.S in Business Administration & Finance, 2013 - 2017