



## Paul A. Cain

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Yardley, Pennsylvania

## Skillset

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Visual design

UX/UI design

Project management

User research & testing

Information architecture

Brand strategy & identity

Personas & user stories

Wireframing & prototyping

## Tools

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Sketch

Figma

InVision

Adobe creative suite

HTML, CSS & Javascript

Github

*I am a coffee consultant turned designer based in Philly specializing in crafting playful brands and creative experiences for both web & mobile devices.*

## Education

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### **Bloc**

User Experience Design Program, 2018 - 2019

### **University of Pittsburgh, College of Business Administration**

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

## Experience

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### **Dream Boat Coffee**

*Start-up Consulting Manager, 2017 - 2018*

Designed and executed the shop's logo, branding, menu creation, and social media accounts.

Set up management procedures, oversaw business operations, and lead a team of 12 individuals for the first 10 months.

Established new employee onboarding, daily operational tasks, barista training, inventory management, customer feedback loops

### **Pretty Bird Coffee**

*Start-up Consulting Manager, 2016 - 2017*

Set up management procedures, oversaw business operations, and lead a team of 20 individuals for the first 12 months.

Established New employee onboarding, daily operational tasks, barista training, inventory management, customer feedback loops

### **CDM Los Angeles**

*Art Director Intern, June - August 2015*

Designed and pitched ideas to upper management and cliental as well as influenced creative decisions in team meetings and client conference calls

Worked with a team of five managing clientele administrations