



Paul A. Cain

UX/Product Designer

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in linkedin.com/in/paul-cain

Skillset

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

Tools

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

I'm an entrepreneur/designer based in Philadelphia specializing in crafting playful brands and creative experiences for both web & mobile devices.

Experience

Dream Boat Coffee

Co-Founder, 2017 - 2018

Launched a small specialty coffee shop in St. Augustine, FL focused on speed-of-service and excellent cold brew. Engaged in user-research and local data analysis to build an energetic market-specific experience in a high tourist area. Leveraged information architecture and wireframing to design an end-to-end user experience. 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.

Pretty Bird Coffee

Co-Founder, 2016 - 2017

Launched a coffee roastery & cafe in Yardley, PA to satisfy local unmet need for craft coffee. 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. Developed manufacturing systems for inventory management, ingredient sourcing, order processing, quality control, and 360 degree feedback loops. Researched, designed and launched an innovative 12oz resealable coffee can and shared technology with the industry.

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

Education

Bloc

User Experience Design Program, 2018 - 2019

University of Pittsburgh, College of Business Administration

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