Anthony D Paul

Lead UX Architect

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I help digital brands build stronger, more meaningful customer relationships. I am also told I'm a pretty fun dude.

For more detail, visit my LinkedIn profile: http://linkedin.com/in/anthonydpaul
Portfolio examples and references are available upon request.

ADG Creative
Columbia, MD
2011 to present

Sr. Digital Strategist
Lead UX Architect

Developed ADG's **user experience** toolkit and associated strategic offerings, approaches, and processes; continue to **mentor** team members on best practices.

Subject matter expert and architect of innovative, mission-critical, web-based software systems that streamline business and collaborative processes; work closely with end users to **discover efficiency opportunities, define success,** and **ensure quality**.

Draft content and brainstorm learning activities for immersive **e-learning experiences**.

Guided ADG's first **mobile products, in both responsive and adaptive** approaches, recommending appropriate tools, techniques, and testing products.

Act as ADG's **community liaison**, supporting social media initiatives, identifying local meetup groups to support, sponsor, and speak at; absorb these benefits back into the agency's interactive brand and team to enforce continued growth.

Fathom Creative
Washington, DC
2006 to 2011

Technical Lead
Lead UX Architect
Sr. Designer
Sr. Developer

Founded and developed Fathom Creative's competitive interactive team, CMS offerings, UX toolkit, and interactive processes.

Ushered more than fifty web projects of all sizes and timelines from pitch to maintenance, with strategic and **quality control leadership at all stages**.

Vetted and interviewed interactive team members both below and above my own technical skill level and years' experience to jockey Fathom into one of DC's premier interactive agencies.

Acted as Fathom Creative's **community liaison**—managed social media initiatives, supported local meetups, and spoke at conferences; absorbed these benefits back to the interactive brand and team to enforce continued growth.

Freelancer
Columbus, OH
2001 to 2006

Multimedia Designer
Student Leader

Worked as a **freelance web designer, developer, and strategist** on projects including Fortune 500 market research and product concepting; included video, audio, and animation.

Dedicated three years of **leadership** to local student/professional organizations; **taught** university web-development courses; conducted **international cultural research** in wayfinding signage across countries spanning Europe, Africa, and South America.

Expertise

Strategic analysis (research methodology, product recommendations, specification, content)

UI/UX design (Adobe CS, Balsamiq; personas, flow diagrams, prototypes, UI concepts)

Production code (HTML/CSS, PHP/MySQL, jQuery, Joomla!, WordPress)

Quality assurance (incl. accessibility)

Education

The Ohio State University, Department of Design, Columbus, Ohio
Bachelor of Science in Design (BSID), Magna Cum Laude, 2006

Fachhochschule für Gestaltung (School of Design), Schwäbisch Gmünd, Germany

Escola Superior de Desenho Industrial (ESDI, School of Industrial Design), Rio de Janeiro, Brazil