



Paul C Pederson

Designer + Developer

A versatile and driven product designer fuses a background in visual design with expertise in front-end development to deliver beautiful and intuitive user experiences.

EXPERIENCE

Product Designer - Esri

Product design, information architecture, wireframing, prototyping, front-end web development, user testing, and strategy for Esri's flagship web product. Additionally created a company-wide design framework.

November 2013 - Present

Designer - Adpearance

Web design, e-commerce design, digital strategy, branding, A/B testing, and front-end web development for a growing digital marketing company. Made clients happy with beautiful designs that dramatically increased conversion metrics.

November 2011 - November 2013

Designer - EMU Marketing

Web design, poster design, event branding, and signage for the University of Oregon's student-run design office.

November 2009 - November 2011

EDUCATION

Bachelor of Arts, Digital Art
University of Oregon

September 2007 - June 2012

CORE SKILLS

UX Design
UI Design
Product Design
Front-End Development
Information Architecture
User Testing

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