Paul Mershey

Product Designer

Presentation 2018

Over 15 Years of Service

Experience

My passion is in helping to create human-centered products that customers love. I have had the pleasure of working on projects for Pluralsight, Infor, Code School, and Electronic Arts. Every stage of the design process enthralls me, from initial research to building visual languages and analyzing data.

The Mission

Philosophy

I only take on projects that I feel bring real value to people. This personal philosophy allows me to go beyond the general framework of developing strategies and producing designs to creating products with passion that are understandable, intriguing and memorable.

Knowledge is Power

Niche

Though I love all aspects of design from physical to digital, my expertise is within user research, and digital product design. I have spent the majority of my career helping companies to understand their users and develop solutions that meet the needs of the business and their clientele.

Strength in Numbers

Team Work

Over the years I have developed some great personal and working relationships with extremely talented professionals. If your project requires a team, I have the ability to utilize these connections and bring the right people together to meet the goals of your project in a timely fashion.

Services

All Services Are Offered À La Carte

Planning

Client Services

Every product needs a kick-off and sometimes the starting point is not so clear. I can help with that.

Digital Strategy

Communication Strategy

Creative Strategy

UX Strategy

Project Management

Qualitative

UX Creative

The right design for your customers is critical to your products success.

Voice of Customer Research

Customer Preference Testing

Usability Testing

Experience Mapping

Heuristic Testing

Card Sorting

Information Architecture

Ethnographic Research

Persona Development

Segmentation Analysis

Visual

Product Design

You have put a lot of time and effort into your project. Your hard work should be reflected through world-class design.

Design Audits

Wireframes

Concept Designs

Component Design

Template Design

Mockups

Prototyping

Animation

Micro Interactions

Brand Design

Code

Product Development

It is important to ensure that your user findings and design decisions translate well to the code. I can help facilitate that.

HTML5

CSS3 / SASS

JavaScript

Design Language Development

Living Style Guides

Brand Guides

Quantitative

Data & Analytics

Once your product is live, it is important to confirm that everything is working as intended.

Segment Hooks

Google Analytics

Mixpanel

Heatmap Analysis

Split Testing

KPI Reports

Work

Recent Projects & Projects In Flight.

Clients

Here are some of the fine organizations I've had the opportunity to work with.

Tablet App

Flux

A custom content publishing platform for internal and external content creators.

Search Articles
Janina Gavankar Talks Fandom
In Their Own Words with Skimba
Galaxy of Heroes Tips and Tricks
The Sims 4 Now on Console
My Articles
PUBLISHED
LOCALIZING
SUBMITTED
DRAFTS
Star Wars
ront II
Introducing James Harden
Need for Speed 2017: Paying it Back
Mass Effect: Andromeda Update from the Studio

Success! Your article was published to 2 sites.
Below are the links generated for your article.
https://www.ea.com/news/sims4-brindleton-bay-release
https://www.sims.com/news/sims4-brindleton-bay-release
BACK TO PROFILE
Page Descriptions
Meta Tagging
Scheduling
Published Platforms

Crop Image
Crop the focal point for different image sizes
WEB
TILE
FACEBOOK
INSTAGRAM
TWITTER
16:9
SAVE CROP
CONTINUE
Pick A Template
Set A Header Image
Crop Header Image
Preview & Continue

Pioneering World Design — Brindleton Bay
DAM
CAMERA ROLL
ADD TO PAGE
CONTINUE & PUBLISH

Desktop/Mobile Software

Gategroup

Employee training, course development tool, and LMS.

Boutique Service
Attitude
If you choose to exhibit a positive attitude, you will come across as approachable and friendly. People tend to buy from people they like.
Onboard Sales

Linnie Massey
Orlando, FL
Ranked
22
Followers
1,254
Following
762
Saved Courses
22
New Courses
3
My Bookmarks
1,756
My Data
189
Profile
Friends
Activity
Message
Search

Amber Nolan
Course Director
Dashboard
Leaderboard
Courses
Course Builder
Learners
Schedule
Logout
Schedule
From 01/01/2014
To 02/01/2015
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan
12%
-5%
24%
+3%
34%
+8%
KASH Methodology Draft
Team Management
-5
Sales Through Service
+3
Trolly Display
+8

A Flight in the life of a customer
Cabin Crew
Multiple Choice
Link Selling
Which option is NOT associated with link selling?
Fillin the Blank
KASH
What does KASH stand for?
Drag and Drop
Match the Technique
Save

Branding

Bisk

Bisk was looking for a brand reboot to better express their values.

BISK B

BISK
BISK
B:SK
BISK
BISK
BIS

Mobile App/Marketing Design

Primalkip

Redefining big data in the CrossFit community.

Activity Feed/Sharable Social Cards.

Design System

Stack

An end-to-end design language built with Vue.

Accessibility

The grid is the central nervous system of our design. All EA web is designed on the same grid to ensure consistancy and adaptability. Everything is basesd on a 8pt grid system that is defined by typography sizes. The grid also uses poly-fluid sizing to maintain consistant ratios between typography, padding, margins, and browser widths.

Contrast Checker

Aa Light 100	Aa Light 100	Aa Light 100	Aa Light 100	Aa Dark 100	Aa Dark 400	Aa Dark 400	Aa Dark 400
Dark 400	Dark 300	Dark 200	Dark 100	Light 100	Light 200	Light 300	Light 400
Light 100	Light 100	Light 100	Light 100	Dark 100	Dark 100	Dark 100	Dark 100
Contrast 11.34:1	Contrast 9.76:1	Contrast 7.57:1	Contrast 5.52:1	Contrast 5.52:1	Contrast 6.85:1	Contrast 8.35:1	Contrast 10.05:1
AA Pass	AA Pass	AA Pass	AA Pass	AA Pass	AA Pass	AA Pass	AA Pass
AAA Pass	AAA Pass	AAA Pass	AAA Fail	AAA Fail	AAA Fail	AAA Pass	AAA Pass
Dark Theme				Light Theme			

Relationship

Trust, Ethics, & Friendship

Burning the Midnight Oil

Work Ethic

My mission is to empower my clients through good design. I promise to connect you with your customers by understanding your vision and giving you a clear voice in a noisy world. I do this through three key pillars.

Deliver On Time

If a delivery date is set on the contract, I will always deliver per the agreement.

No Hidden Costs

If there is a known service or license needed to complete the work, it will be accounted for within the contract.

Constant Contact

It is important for you to see the work being completed with an opportunity to give your feedback.

Let's Minimize the Guess Work

Fair Rates

Honest, upfront cost is of the highest priority for me. My rate is **$95** an hour and if there are any additional costs beyond labor, they will be affixed to my hourly rate so that you do not have to worry about them.

Proposal With Options

Every proposal written comes with multiple options. We can tailor the work to meet the needs and budget that works for you.

Clearly Itemized SOW

An itemized list of all services to be fulfilled will be listed on the Statement of Work for 100% transparency.

Fair Contract

Contracts are written through Freelancers Union to create an agreement that builds a secure, mutual, and fair relationship.

Let's Get Started

Next Steps

I know you have something great and I would love to get involved. Whether you want to work on mobile app, a design language or a web product, I am ready to take your project to the next level. Let's get started today.

Phone	407.202.9251
Email	hello@paulhershey.com
Website	paulhershey.com
Dribbble	@paulhershey
Behance	@paulhershey
Twitter	@paulhershey
Instagram	@paulhershey

Thank You