

Paul Hershey

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 entralls me, from initial research to building visual languages and analyzing data.



The Mission

Philosophy

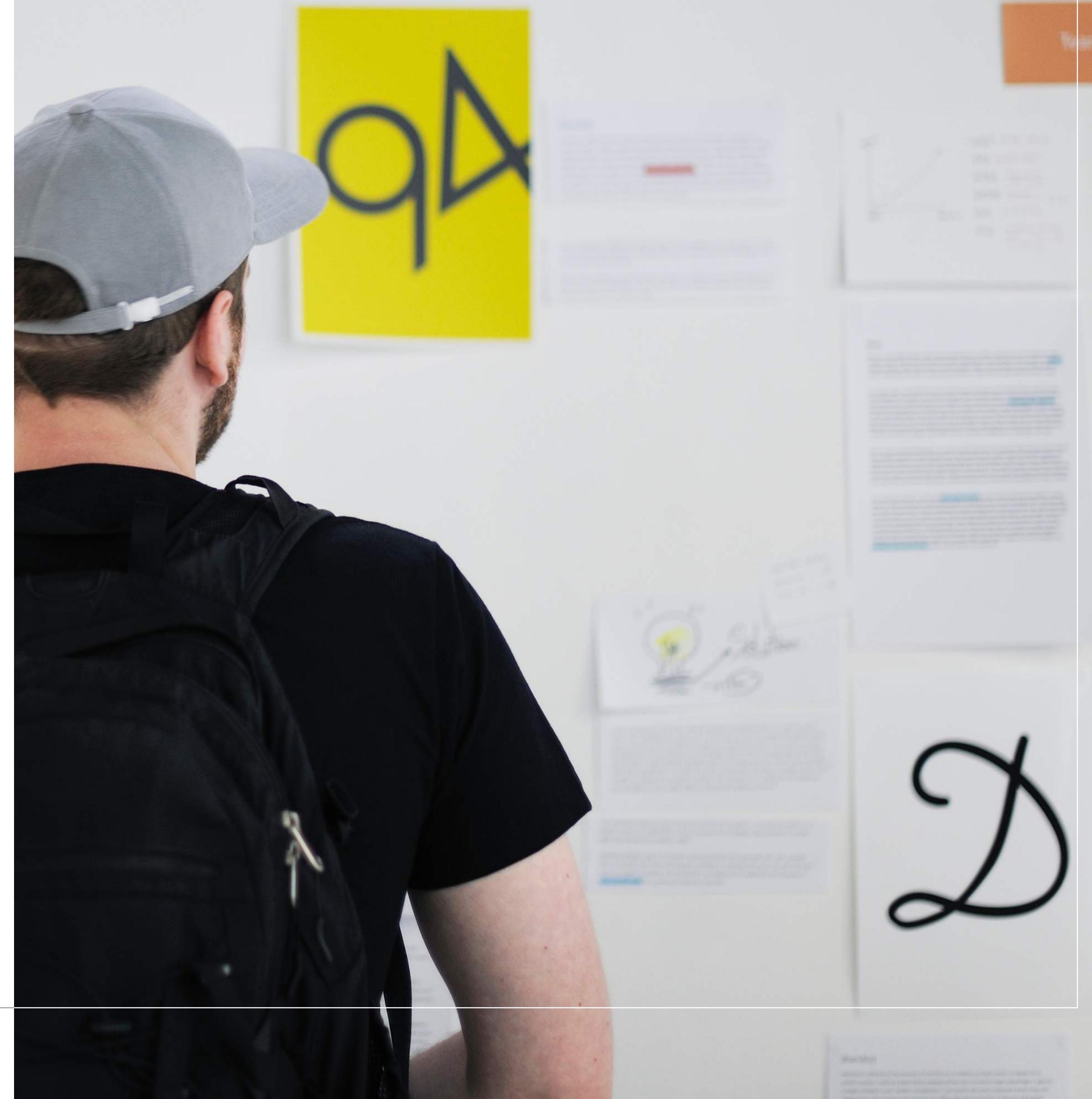
I only take on projects that I feel bring real value to people. This personal philosophy allows me to go beyond the general framework of developing strategies and producing designs to creating products with passion that are understandable, intriguing and memorable.



Knowledge is Power

Niche

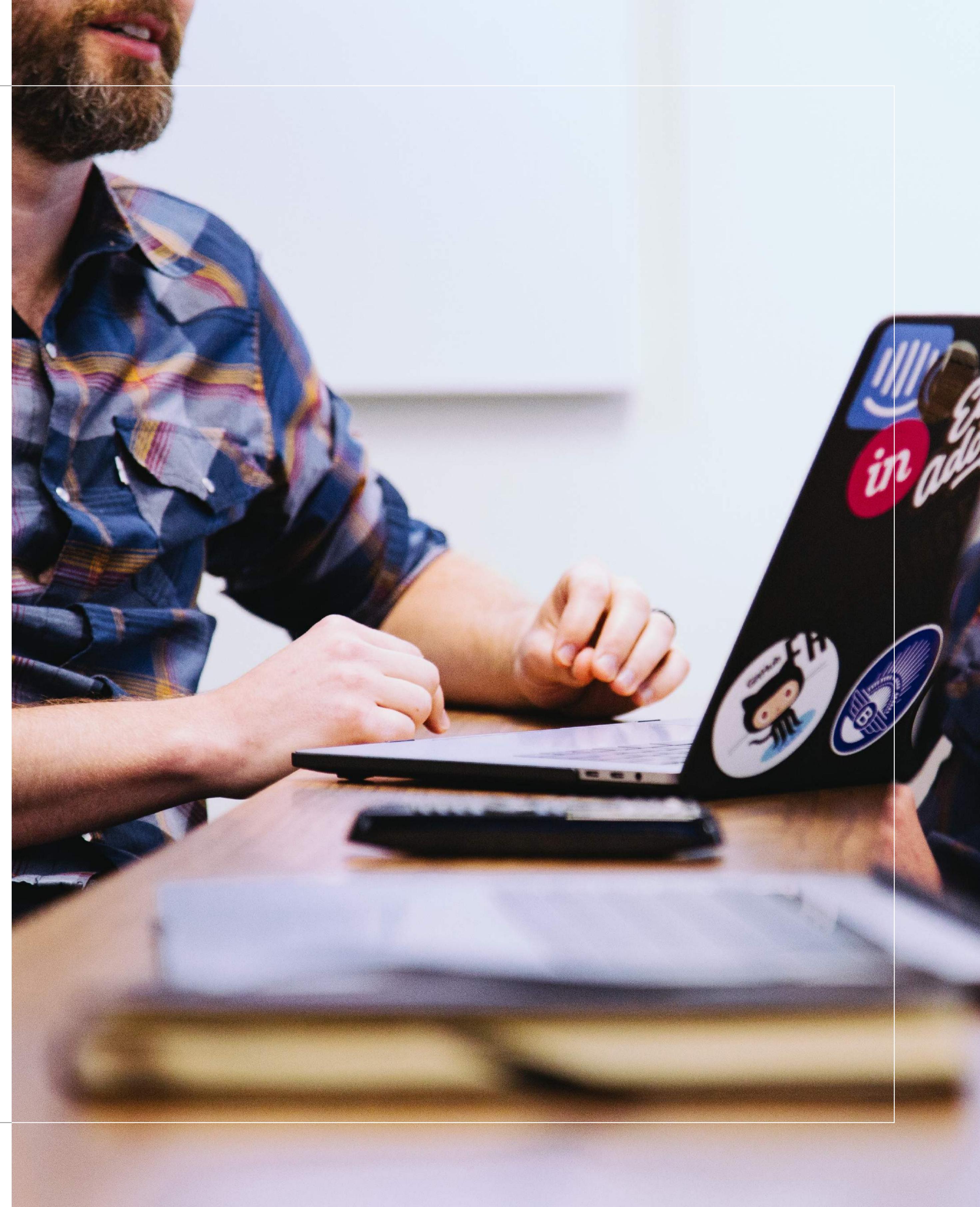
Though I love all aspects of design from physical to digital, my expertise is within user research, and digital product design. I have spent the majority of my career helping companies to understand their users and develop solutions that meet the needs of the business and their clientele.



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

UX Creative

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

Qualitative

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

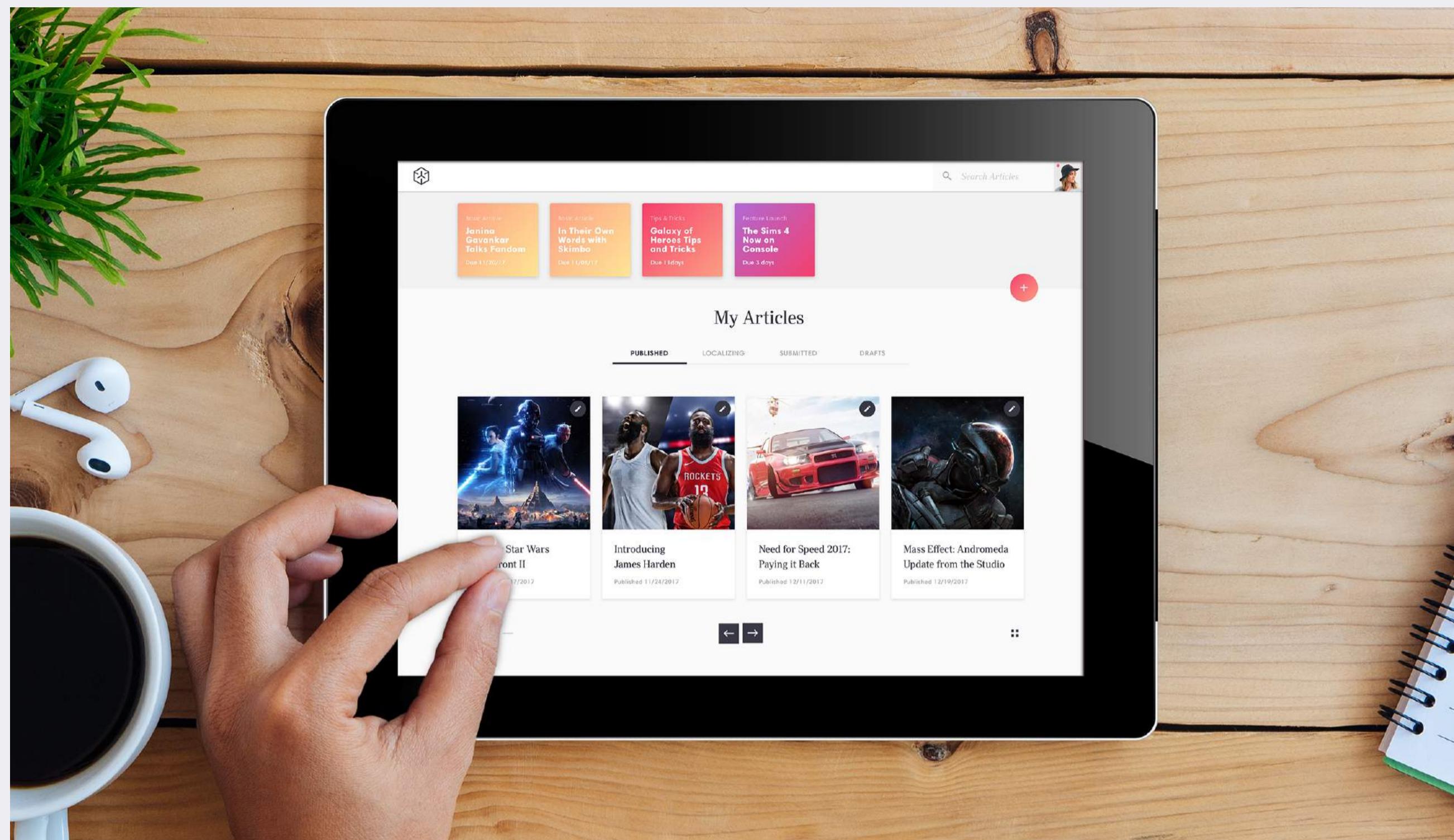
Flux

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

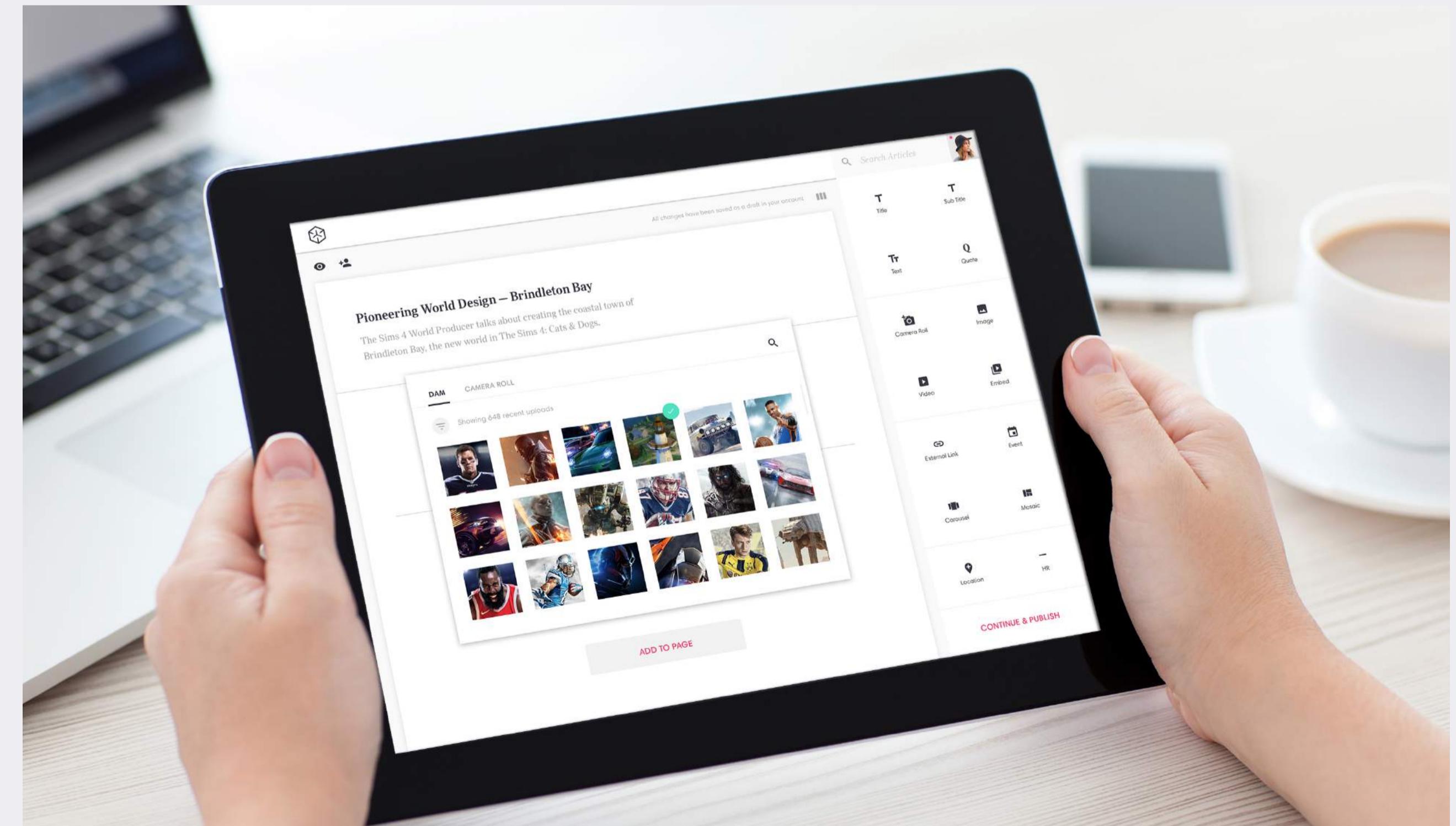
The screenshot shows the Flux tablet application interface. At the top, there's a header with a logo, a search bar labeled "Search Articles", and a user profile icon. Below the header, a message says "All changes have been saved as a draft in your account". The main content area displays a title "Pioneering World Design – Brindleton Bay" and a subtitle about The Sims 4 World Producer. A text block contains the following paragraph:

The idea of a smaller coastal town offered large open spaces for walking dogs, docks and fishing so we could highlight some activities for pets. A coastal town setting would also let our Art Team explore new aesthetics when it came to architecture, clothing, furniture and pre-made homes.

Below the text block is a rich text toolbar with icons for bold, italic, underline, and alignment. A dropdown menu is open, showing options: Body, Header, Sub Header, and Quote. To the right of the text area, there are navigation arrows (up, down) and a link icon. On the far right, a sidebar lists various content blocks with their icons and names: Title, Sub Title, Text, Quote, Camera Roll, Image, Video, Embed, External Link, Event, Carousel, and Mosaic. A small portrait of a woman is visible at the top right of the sidebar.

A screenshot of a success message from a digital publishing platform. The message reads "Success! Your article was published to 2 sites." Below it, two URLs are listed: <https://www.ea.com/news/sims4-brindleton-bay-release> and <https://www.sims.com/news/sims4-brindleton-bay-release>. There are sharing icons for each URL and a "BACK TO PROFILE" button at the bottom. On the right side, there are collapsed sections for "Page Descriptions", "Meta Tagging", "Scheduling", and "Published Platforms".

A screenshot of a "Crop Image" tool interface. It shows a large image of Ant-Man's head being cropped into a 16:9 aspect ratio. The crop area is outlined in blue. Above the crop area, there are tabs for different platforms: WEB (selected), TILE, FACEBOOK, INSTAGRAM, and TWITTER. On the right side, there are options for "Pick A Template", "Set A Header Image", "Crop Header Image", and "Preview & Continue". At the bottom, there is a "CONTINUE" button.



Desktop/Mobile Software

Gategroup

Employee training, course development tool, and LMS.

The screenshot displays the Gategroup software interface. At the top left is a user profile for "Amber Nolan, Course Director". The main area features a large, stylized wavy chart representing performance metrics, with the text "SPH €1.30 €1.10" above it, indicating a goal and actual value. Below the chart is a navigation menu with links to "Dashboard", "Leaderboard", "Courses", "Course Builder", "Learners", and "Schedule". A "Logout" button is at the bottom of this menu. To the right of the menu is a list of courses. The first course listed is "Understanding the KASH Methodology", which was created on Jan 18th and is associated with the "Cabin Crew" role. Other courses listed include "A Flight in the Life of a Customer" and "Up Selling and Down Selling in Flight Customers". At the bottom of the screen, there are columns for "Points Earned", "Completion Rate", and "Last Modified". A purple circular button with a plus sign is located on the far right edge of the interface.

SPH €1.30 €1.10

Goal Actual

← →

Amber Nolan
Course Director

• Dashboard

Leaderboard

Courses

Course Builder

Learners

Schedule

Logout

Filter Courses

Created Jan 18th

A Flight in the life of a customer
Cabin Crew

Points Earned

Completion Rate

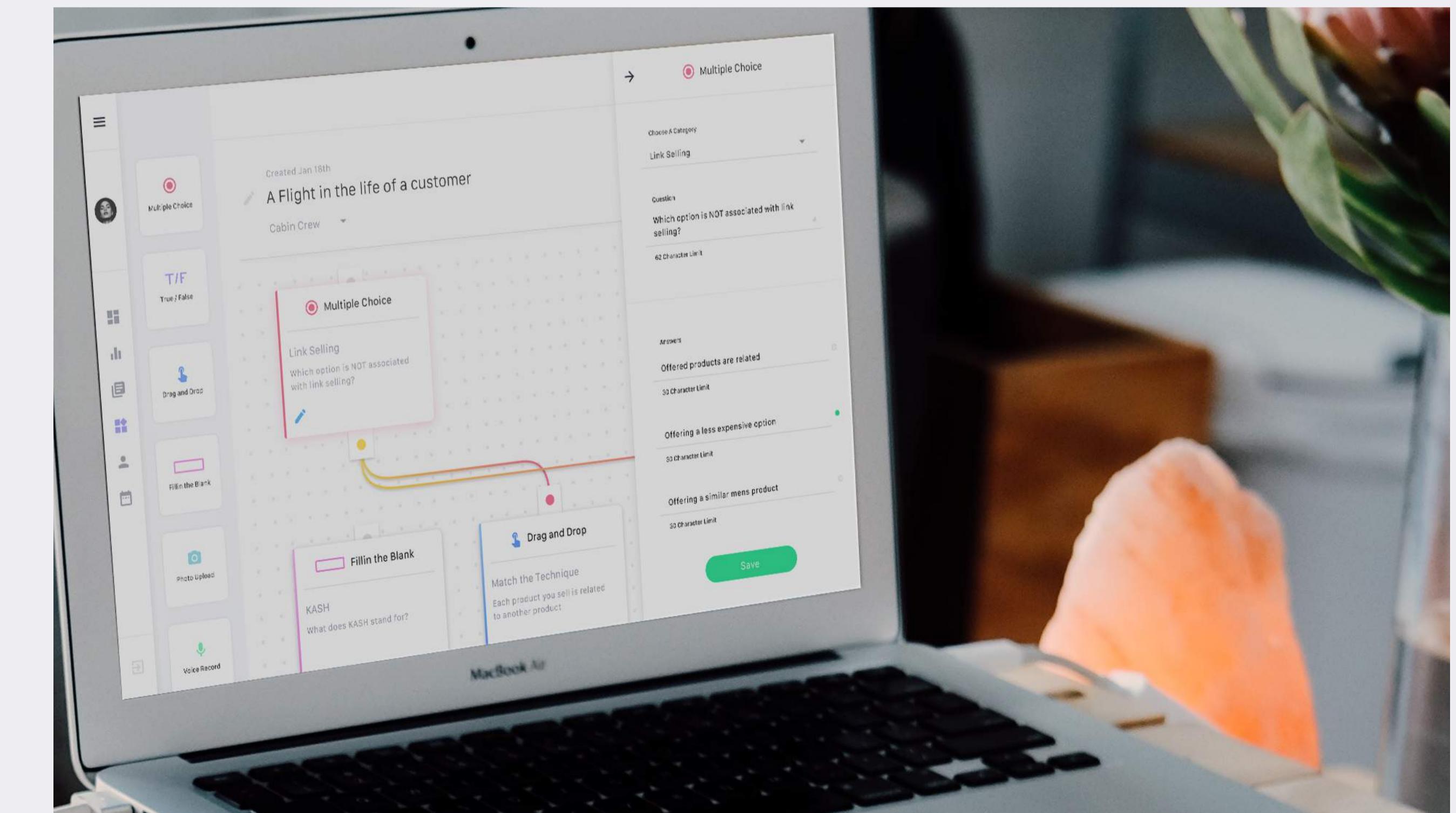
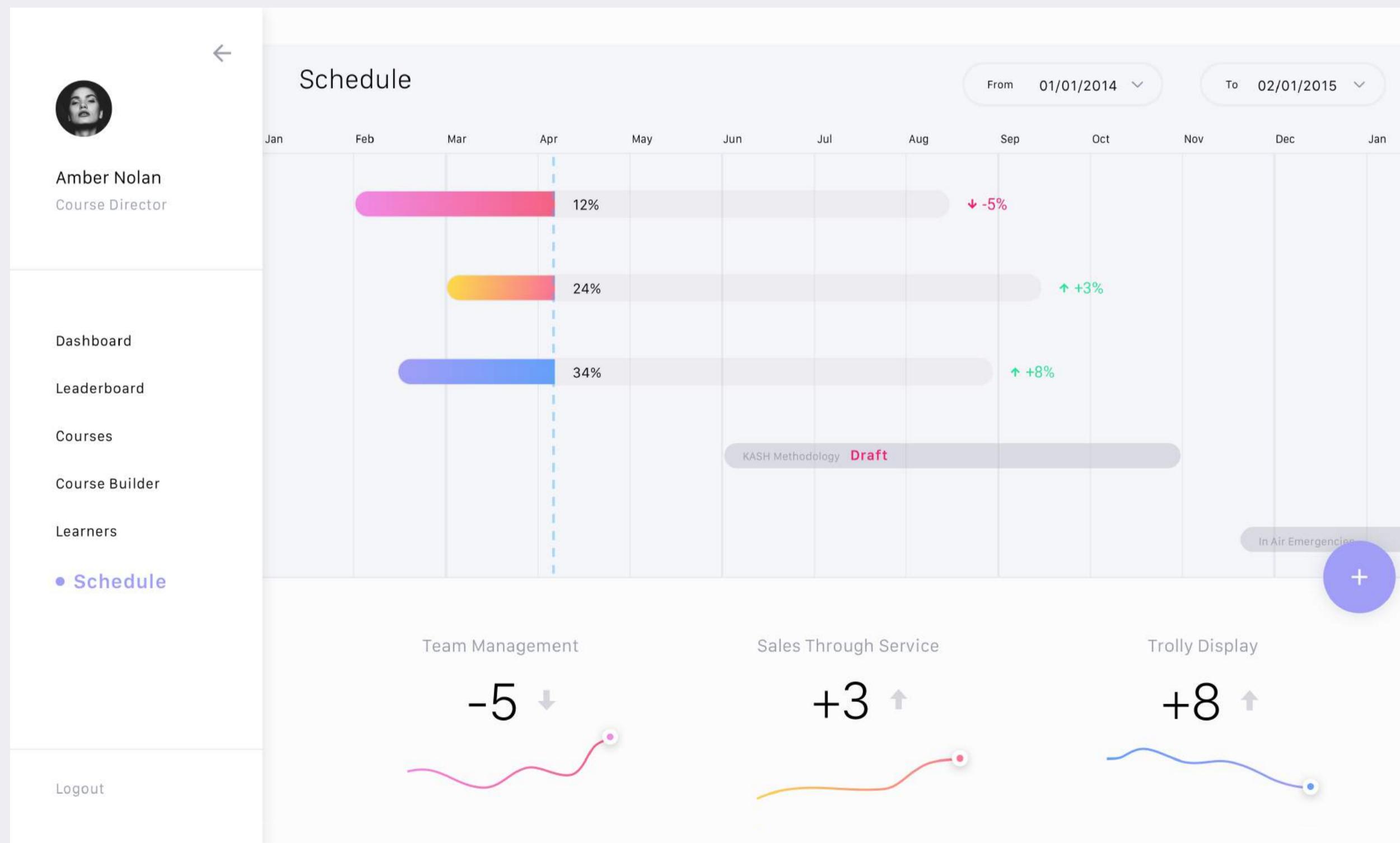
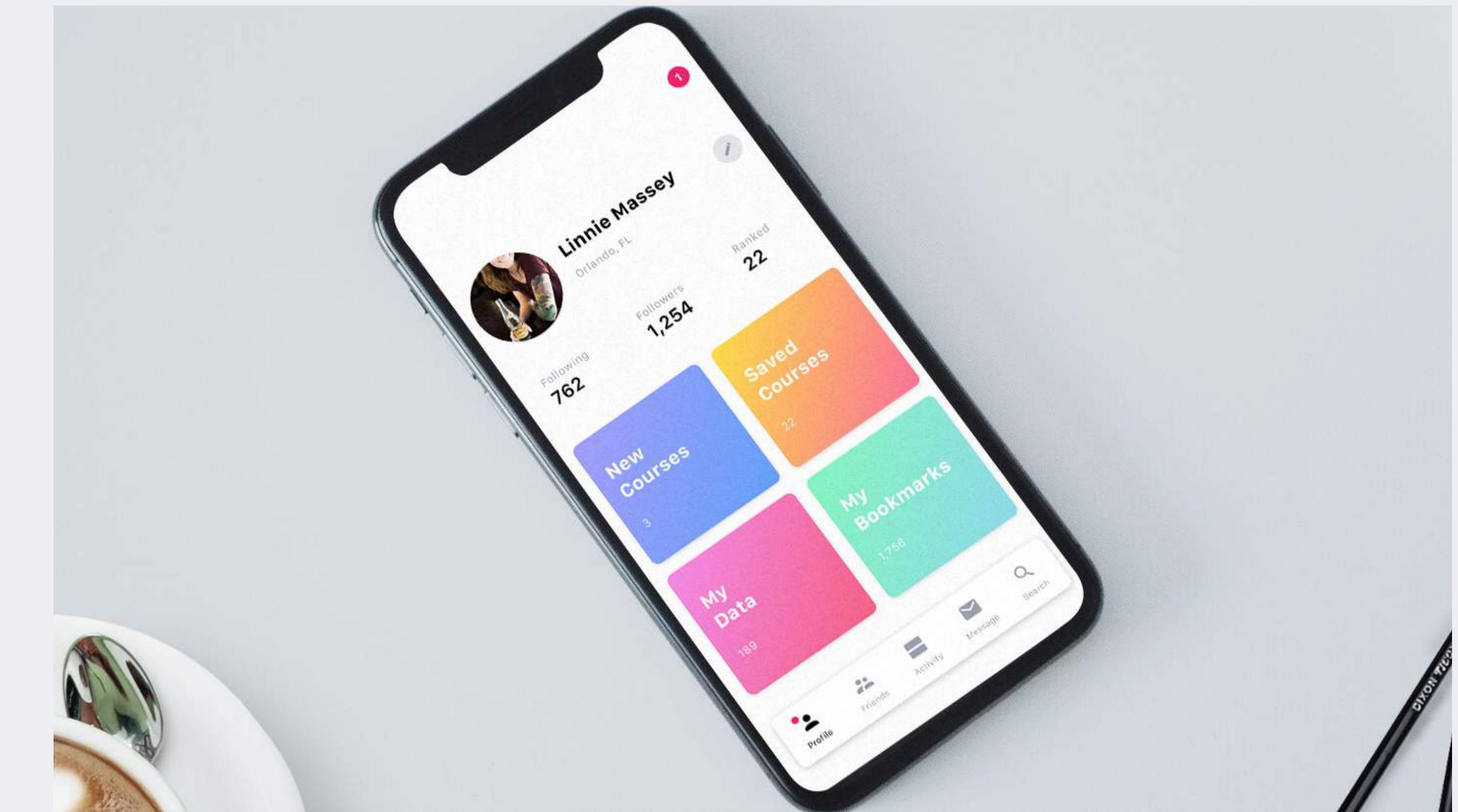
Last Modified

148 / 500

70%

Apr 12th

+ ↻ ↻



Branding

Bisk

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

BISK

Higher Education Services Request Info

Corporate Learning Services Clients Request Info

About Careers Contact

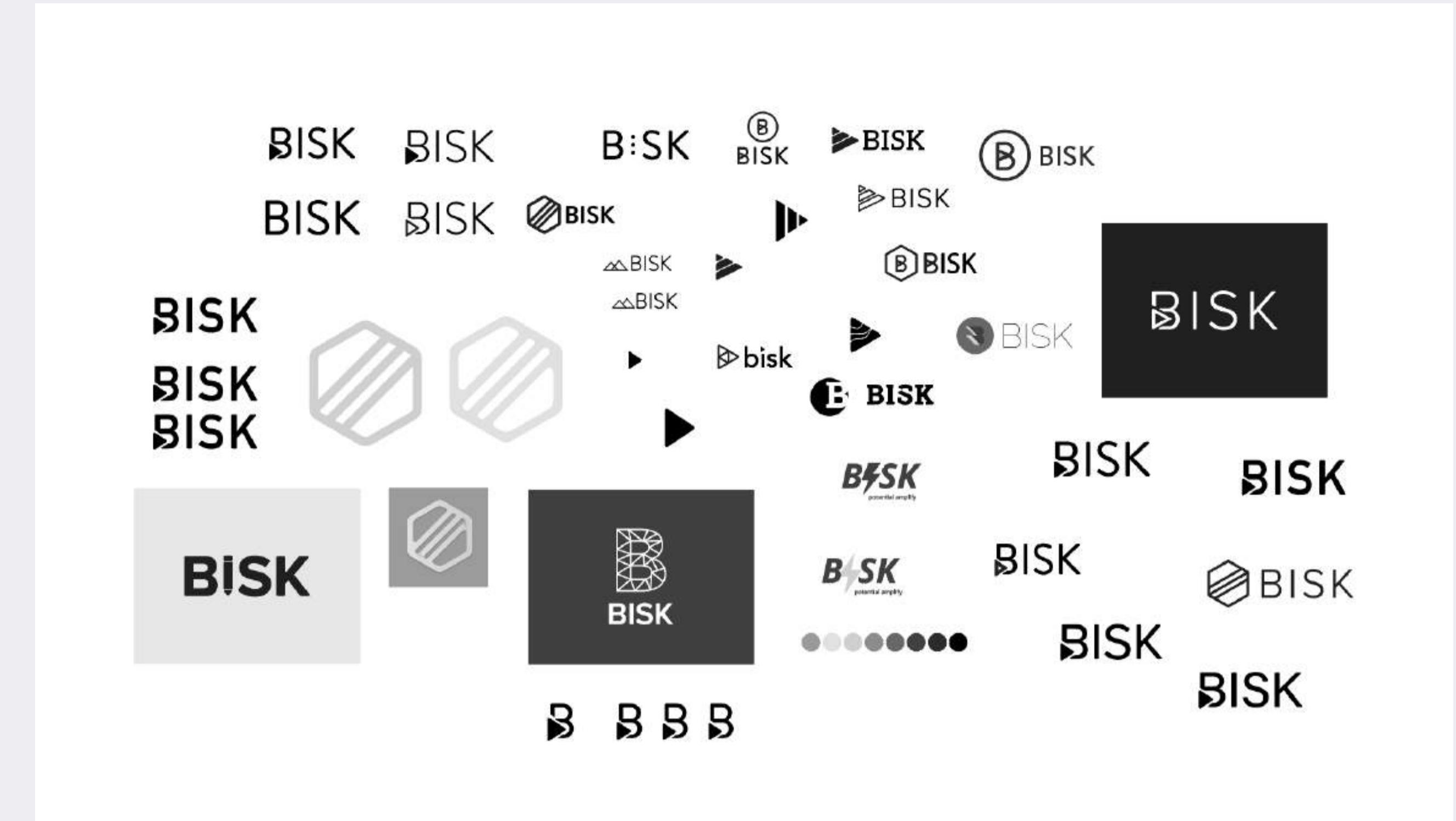
X SEARCH

SCROLL

Shaping the Future of Education

Learn about the student experience. ▶

For 45 years, we've provided tools and opportunities to help lifelong learners reach.



Mobile App/Marketing Design

Primalkip

Redefining big data in the CrossFit community.

The image shows a mobile application interface for 'PRIMALKIP'. At the top right are 'SUPPORT', 'LOGIN', and a 'DOWNLOAD' button. The top left features the 'PRIMALKIP' logo. Below the logo is a large image of a woman with curly hair in a gym setting. To the left of the image is a section titled 'BEYOND YOUR EXPECTATIONS' with a subtext about the company's mission to unite boxes and empower individuals. At the bottom, there is a navigation bar with tabs for 'ATHLETES' (highlighted in white), 'TRAINERS', 'BOX OWNERS', 'COMMUNITY', and 'COMPETITIONS'.

FOR CROSSFITTERS BY CROSSFITTERS

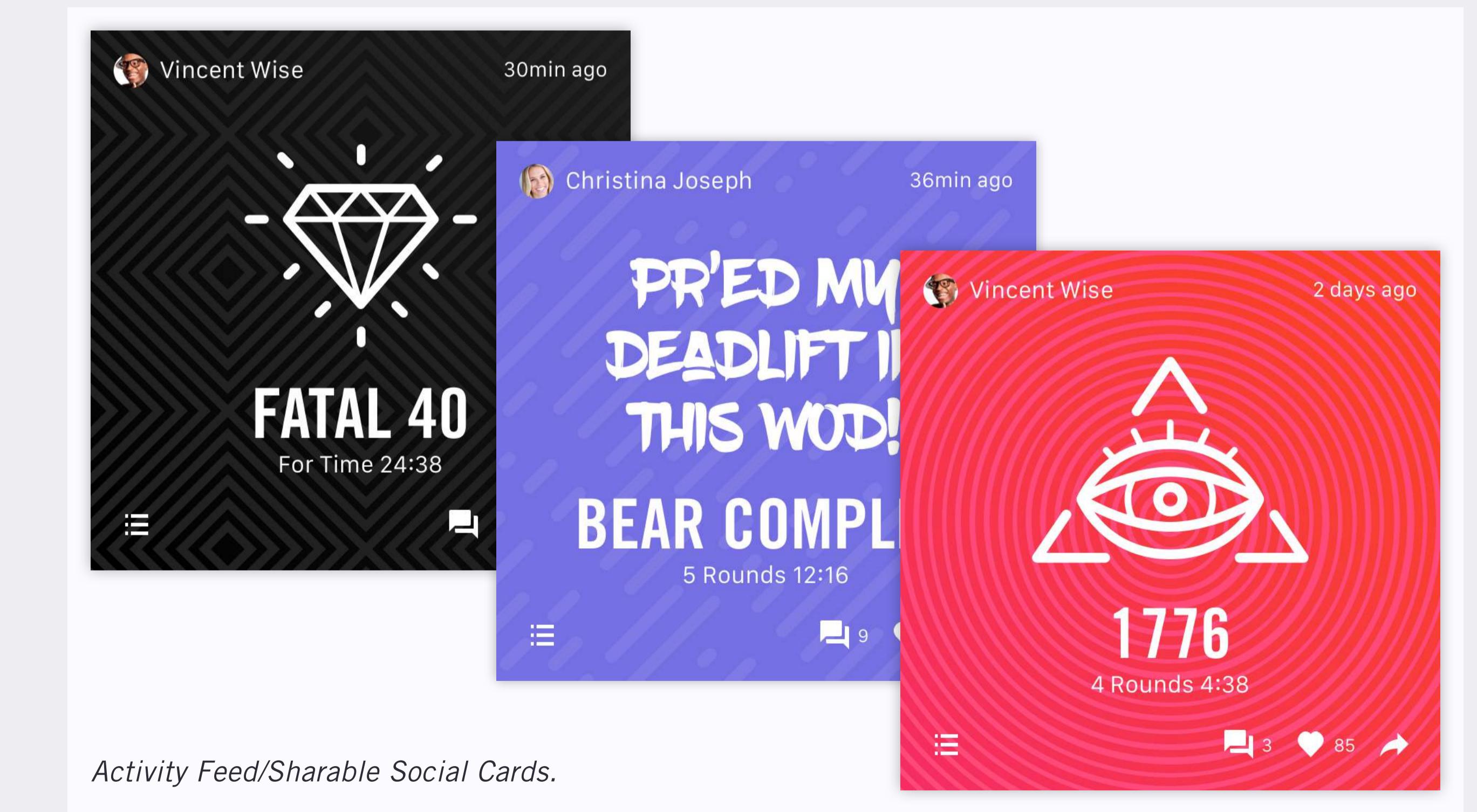
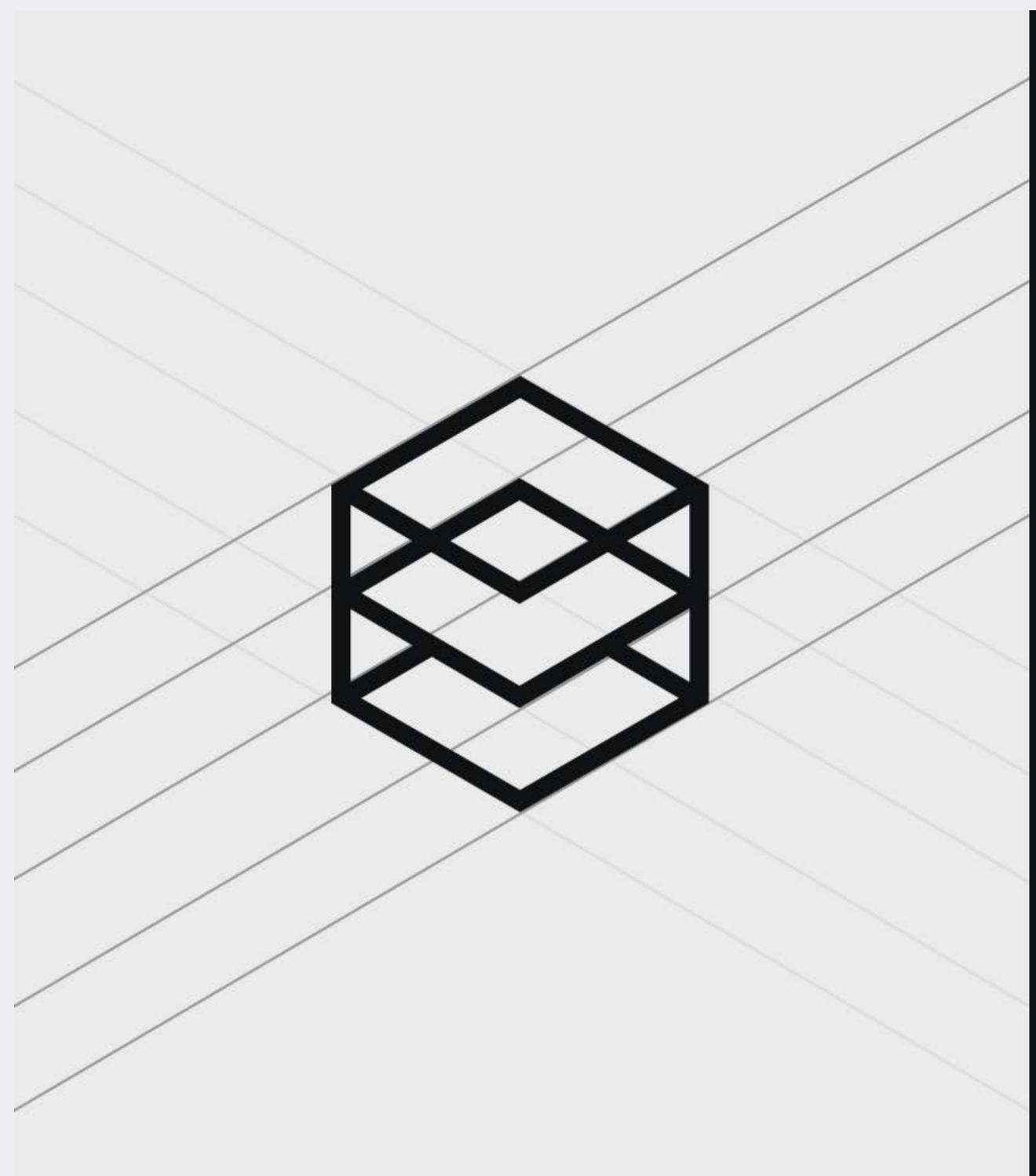
PRIMALKIP

SUPPORT LOGIN DOWNLOAD

BEYOND YOUR EXPECTATIONS

Primalkip has set out to unite boxes around the world. Creating products that not only empower the individual but also inspire community and friendly competition.

ATHLETES TRAINERS BOX OWNERS COMMUNITY COMPETITIONS



Design System

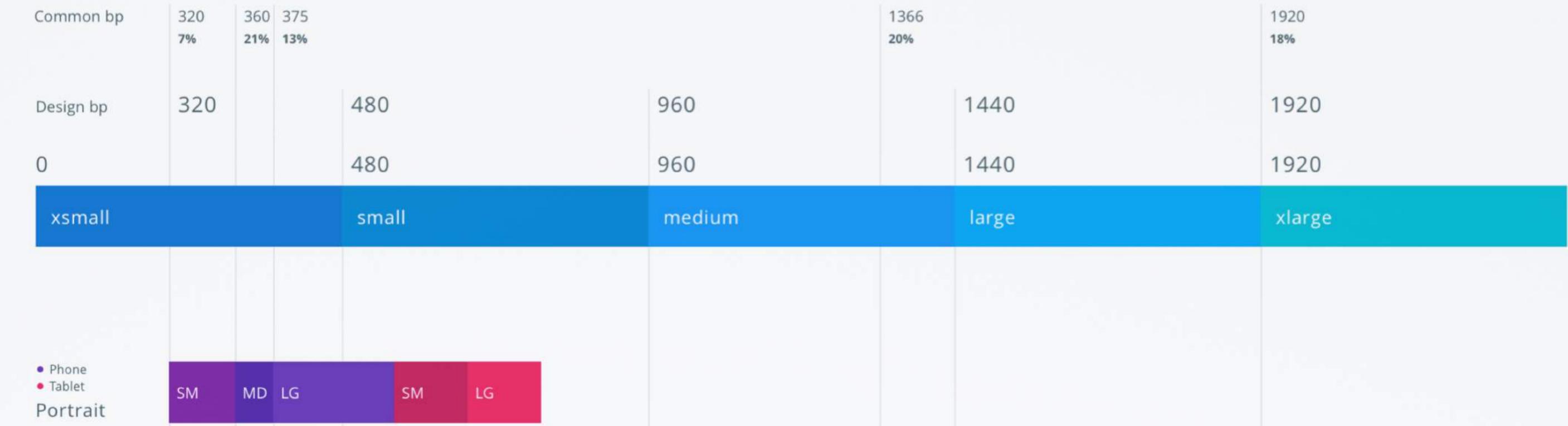
Stack

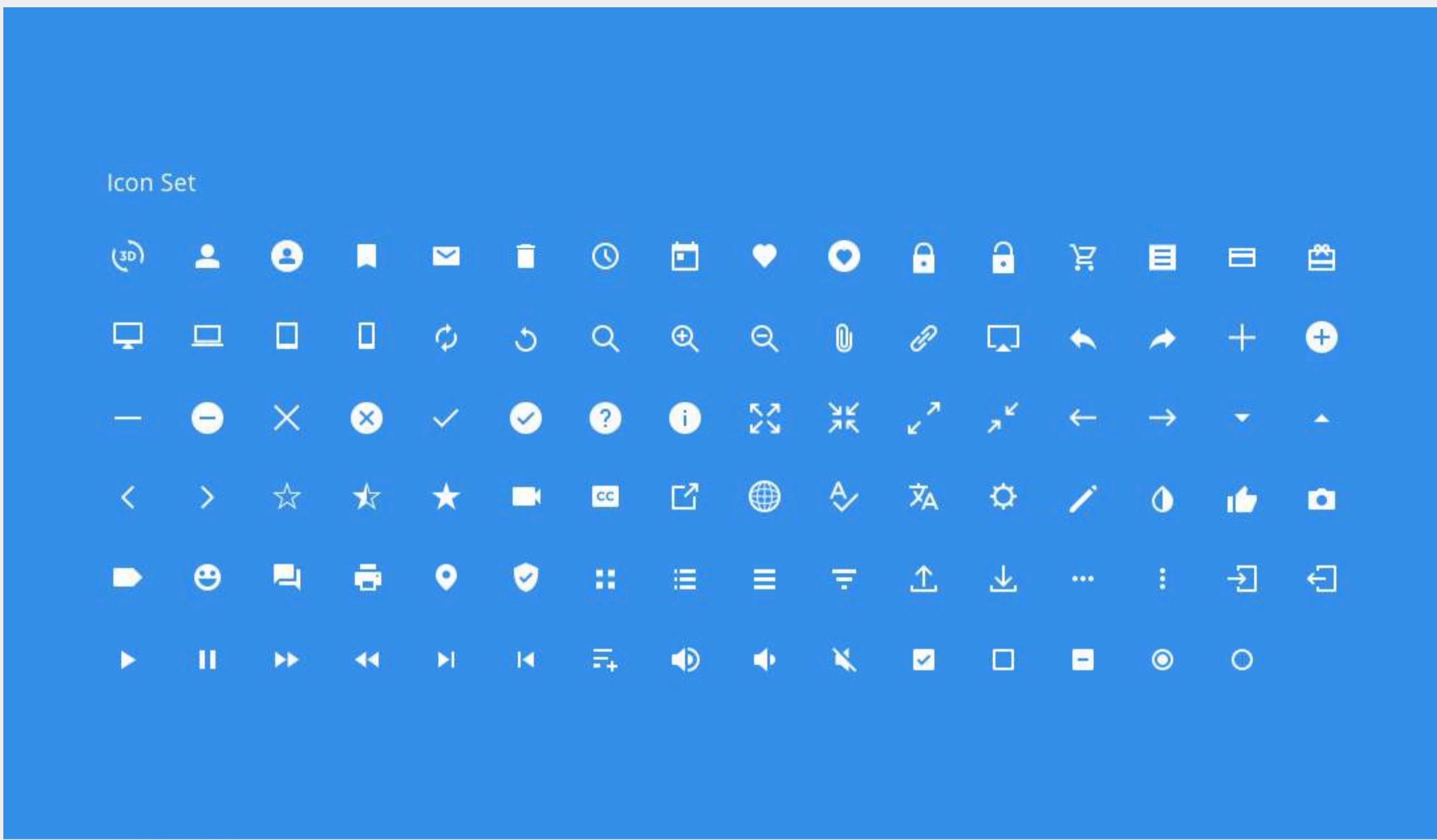
An end-to-end design language built with Vue.

Breakpoint Chart

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

Click on the number (name of the artboard) you want to use and press ⌘ + C to copy the artboard. Create a new page in this Sketch file or add it to a new document by pressing ⌘ + V. The artboard will retain the grid information for that breakpoint and any additional information associated with the template.





Accessibility

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Contrast Checker

Color	Color Name	Color	Color Name	Color	Color Name	Color	Color Name	Color	Color Name
Dark 400	Aa	Light 100	Aa	Light 100	Aa	Light 100	Aa	Dark 100	Aa
Light 100		Light 100		Light 100		Light 100		Dark 100	
Contrast 11.34:1		Contrast 9.76:1		Contrast 7.57:1		Contrast 5.52:1		Contrast 5.52:1	
AA Pass		AA Pass		AA Pass		AA Pass		AA Pass	
AAA Pass		AAA Pass		AAA Pass		AAA Fail		AAA Fail	

Dark Theme Light Theme

Dark Shadows

Shadow 0
Shadow 1
Shadow 2
Shadow 3
Shadow 4
Shadow 5

Interactive States

Hover State
Pressed State
Focus State

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.

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Dribbble @paulhershey

Behance @paulhershey

Twitter @paulhershey

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Thank You