

**Paul R. Novak**  
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# Hey I'm Paul, a graphic and interactive designer who's interested in building brands and digital experiences for great people.

## Work Experience

*October 2019 – Present*

**Halftone Digital**, Creative Director

- Working as an embedded member of Medtronic's Neuromodulation team building the maturation and creation of the team's UX patterns, documentation, and visual design systems
- Developed a practice of testing early with prototypes for the Neuro software group, leading to improved UX across a suite of applications and therapies that affect both patients and clinicians alike
- Collaborating with product stakeholders to use UX flows and interface prototypes to define feature scope and harden system design decisions

*August 2018 – October 2019*

**Rocket 55**, Senior Designer

- Designed websites for a large variety of clients both locally and nationally
- Worked directly with clients to establish project goals, and timelines, presented sitemaps, wireframes, and designs during many touchpoints throughout projects
- Worked within W3C accessibility guidelines, making choices and considerations for both the design & development sides of projects

*May 2016 – July 2018*

**Design Center Inc.**, Designer

- Designed several applications and digital tools that helped transition a variety of B2B distributed sales forces from more traditional means to contemporary iOS and tablet-based solutions
- Worked with company leaders and project managers to develop project features, scope, timelines, and concepts for future releases, and collaborated on feasibility with developers while never penalizing the user

*May 2011 – March 2016*

**Target**, Interactive Designer (Contract)

- Designed a variety of tools for internal teams across different disciplines and needs including an interactive experience that encourages employees to get preventative medical care and rewards them for doing so
- Worked with a small team to transition Target's internal print magazine to a responsive web-based experience
- Redesigned and updated the mobile application used for all company-wide meetings, as well as helping to manage the content and push updates to relevant users

Full portfolio and references available upon request.

## Skills

UX / Product Design  
Interaction Design  
Prototyping  
Usability Testing  
Information Architecture  
Typography

## Tools

Figma  
Adobe Suite (Ai, Ps, In)  
Keynote  
ProtoPie  
HTML & CSS

## Education

*August 2007 – March 2011*

**Art Institutes Int'l MN**,  
Minneapolis, MN  
Bachelor of Science degree in  
Graphic Design

- Best in Show in Graphic Design: Winter 2011

*2018*

**IDEO.org / Acumen**  
Introduction to Human-Centered Design

## Teaching

*September 2023 – Present*

**University of Minnesota**,  
St. Paul, MN  
Adjunct Instructor

Classes taught: Interaction Design  
& Web Design