

Paul R. Novak
www.p-n.studio
paul.r.novak@gmail.com
(612) 968-9865

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

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