Paul Sheo

UI/ UX Designer, Marketing

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Skills

- HTML
- CSS
- Javascript
- TypeScript
- React. JS
- Next. Js
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- Figma
- Canva
- Adobe Illustrator
- Adobe Indesign
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere Pro
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- Google Analytics
- Shopify
- Digital Marketing
- Social Media
- Project Management

I am a passionate and detail-oriented UI/UX design student with a strong foundation in creating user-centric digital experiences with expertise in design tools like Figma and Adobe. Experienced in digital marketing strategies, including social media management, content creation, and brand growth. Successfully grew an Instagram page to 60,000+ followers and achieved over 120 million views through engaging video content.

Experience

Thrive [Designer, Developer]   [2023]

• Usability testing: Created and executed test scripts, observed user interactions, and gathered qualitative and quantitative feedback.

• UI/UX design: Identified pain points and optimized interfaces to enhance user navigation and clarity.

• Development: Implemented design revisions using JavaScript and React, ensuring seamless functionality and responsiveness.

Prospective [Designer, Project Manager]   [2023]

• Led the design and development of Prospective, a scholarship app integrated with AI to streamline and personalize scholarship offers for students.

• Designed intuitive interfaces that enhanced the user experience, focusing on simplicity and accessibility for students and institutions.

• Bridged technical and creative teams to translate design requirements into functional and visually appealing features.

Simplicity Room [Founder]   [2023][2025]

• Successfully built and managed an Instagram page to 60,000 followers, utilizing data-driven content strategies, engaging visuals, and trend-aligned posts.
• Collectively achieved over 120 million views for a single product, driving brand visibility and customer engagement.

• Designed and maintained a high-converting e-commerce website, ensuring seamless navigation and an optimized shopping experience for customers. Integrated analytics to track performance and implement continuous improvements.

• Oversaw end-to-end order fulfillment while maintaining a high standard of customer service. Responded to inquiries and resolved issues promptly, achieving high