

## Paul Lorence

Experienced UX Designer / Leader

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(415) 730-1863

### **Director, User Experience • Salesforce, Inc.**

2021 - present

Manage a team of 3 senior designers providing UX support for custom internal developers tools built to securely and reliably deliver Salesforce products regardless of public cloud substrate. As a “player/coach,” define UX strategy and create design artifacts supporting multiple internal developer portals, stitching together a front-end for an array of DevOps, CI/CD, Test Automation, and Observability back-end systems. These internal developer portals support Salesforce’s 8,000+ developers throughout the software development lifecycle (innerloop, outerloop, and scale loop).

### **Manager, User Experience • Agari Data, Inc.**

2014 - 2021

Provided UX support for multiple, award-winning enterprise applications for a SaaS-based email security startup focused on authentication, anti-phishing, and incident response. Sole UX designer for 4 years; then hired and managed a team of 3 (designer, writer, researcher).

Created design artifacts, including personas, user flows, sitemaps, user stories, low- and high-fidelity mockups, wireframes, and interactive prototypes. Facilitated workshops, conducted and analyzed qualitative research. Created and maintained design system and style guide. Managed technical publications, UX research, and user engagement tracking and analytics. Product Ownership responsibilities for multiple scrum teams. Agari was acquired by Help Systems, Inc. (now Fortra) in 2021.

### **Manager, User Experience • IronPort Systems, Inc.**

Cisco Systems, Inc.

2003 – 2014

Established and grew the IronPort UX team from its inception. Hired, trained, and developed staff responsible for the design of all customer-facing user interfaces of IronPort email and web security products. Managed a group of 8 user experience designers responsible for web applications that manage, monitor, and configure IronPort security appliances and hosted solutions (email, web, management, and encryption) and Cisco Security applications (firewalls, intrusion prevention systems, VPN remote connectivity). Provided UX services in interaction design, visual design, user research, and usability testing for products within Cisco’s \$1.3B security business unit.

As one of the first 50 employees at IronPort, wrote original documentation for the products, and then grew and managed the technical publications team of 4 full-time technical writers. Served as project manager overseeing the localization of IronPort’s applications. IronPort was a leading provider of anti-spam, anti-virus and anti-spyware email and web security security appliances. IronPort was acquired by Cisco in 2007.

### **Manager, Information Design and Development • FreeMarkets, Inc.**

2000 – 2003

Managed a group of 7 UX designers and 4 technical writers responsible for UX design and all technical documentation and for FreeMarkets’ internal and external hosted e-sourcing applications. FreeMarkets was a leading global provider of hosted sourcing B2B software and services. FreeMarkets was acquired by Ariba in 2004.

## **Education**

BA, Carnegie Mellon University

## **Skills**

User Interface Design / Interaction Design / Prototyping / Wireframing / Contextual Inquiry / Information Architecture / Design System tooling/ Heuristic Analysis / Product Management / Usability Testing

## **Tools**

Figma / Adobe Creative Suite / Axure / Sketch / Abstract / InVision / D3.js / HTML / CSS / JavaScript / Pendo