Sabrina Steck

Ojus Doshi

Paul Trani; Interaction Design

Website: https://paultrani.com

What type of companies have they worked for? Or, what types of companies do they have as clients?

Has worked at Starz, GT Alliance, Moxie Media Group, and now is the Senior Worldwide Creative Cloud Evangelist for Adobe.

Where did they learn how to do their job? How many years of experience do they have?

Studied at Rocky Mountain College of Art and Design. Graduated with a BFA in Illustration and currently has 15 years of experience in the field.

What software or programming languages do they know?

HTML, jQuery, Photoshop, ActionScript, JavaScript etc.

Who are their mentors or influencers—people they admire?

Getting inspired by [www.thefwa.com](http://www.thefwa.com/), learning from [www.lynda.com](http://www.lynda.com/) and using the programs from [www.adobe.com](http://www.adobe.com/)

1. NYC; https://www.behance.net/gallery/12311977/NYC

I appreciate this piece by Paul Trani, NYC; one reason being that his use of animation is very playful and I feel sends a strong message about NYC. His use of graphics, NYC in the shadow, and font choice, fun and script-like, are effective in sending a message about NYC.

2. Self Portrait; https://www.behance.net/gallery/14323007/Self-Portrait

This piece is a self-portrait that uses words “Inspire”, “Discover”, and “Think” to express him. This gives us a powerful message and a better understanding of the things/words that he found is essential and really expresses who he is. I love his use of negative space to really show off his features and also put a quarter of his face in shadow.

3. Breathe easy; <https://www.behance.net/gallery/11923195/Breathe-Easy>

BREATHE EASY YOU HAVE THE VERY BEST JOB IN THE WORLD (EVEN ON A BAD DAY. SO QUIT WHINING)

This is my favorite of the three. Paul Trani’s choice of font, style, background, and orientation are beautiful. It feels childish, with the flowers and playful font, while also being humorous with the choice of text. I also find this piece to be the most relatable to my life, agreeing with him that doing what you love is not considered work.