Paul Capcan

Principal Designer | Design Leader

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Product designer with 20+ years of experience leading and creating for startups and big tech in CRM, cloud solutions, SaaS, and more. Delivered 0-1 projects impacting millions at AWS and TikTok, driving user-focused innovation and business success. Skilled in team building, UX strategy, and crafting visionary, user-centric solutions.

EXPERIENCE

TikTok

2023 - present   Sr. Design Manager, CRM

- Expanded the US design team for the CRM platform by 75% within a year and delivered 25+ core projects through strategic planning and resource allocation.
- Established a double-diamond design process with transparent cross-functional collaboration and a consistent iterative framework.
- Built a strong team culture and implemented a career development framework to foster growth and success.

2023 - 2024   Principal/Lead Product Designer, CRM

- Defined a UX strategy and conceptual design vision for the Sales/CRM platform, leading workshops to align with product goals.
- Grew the design team by 50% and improved usability through a global menu redesign and streamlined information architecture.
- Successfully launched a mobile POC and overhauled the main dashboard, delivering a more user-friendly CRM experience.

Amazon

2022 - 2023   Principal Product Designer, Amazon EKS

- Led UX strategy and delivery for Amazon EKS user interface, aligning business objectives with user goals to create a cohesive experience across AWS Containers.
- Built a user-centric process for the EKS UX team, ensuring consistent and impactful design delivery.
- Streamlined Kubernetes workflows in the UI, simplifying complex tasks for users and enhancing overall usability.

2019 - 2022   Lead Product Designer, AWS SA

- Successfully launched rePost.aws, a customer-facing cloud expert portal serving thousands of users, while driving UX strategy and delivery across multiple AWS products.
- Built and led a design team for AWS Solutions Architects, supporting key internal tools and customer-facing products.
- Delivered two POC design prototypes that secured leadership buy-in, leading to the implementation of innovative solutions and enhanced user experiences.

2018 - 2019   Senior Product Designer, AWS T&C

- Evolved a comprehensive Design System for AWS Training & Certification products, creating seamless, intuitive experiences across desktop and mobile platforms that enhanced customer satisfaction and engagement.
- Led the design of the sign-in flow and other core product features, delivering streamlined and user-friendly experiences that supported key customer journeys.

EXPERTISE

- Design leadership
- UX strategy
- Design vision
- Research
- Information Architecture
- Interaction design
- End-to-end design process
- User testing
- Full design stack (Figma, Adobe, Webflow, etc)

INDUSTRY AREAS

- Monetization / Ads
- Sales / CRM
- Enterprise / B2B / SaaS
- Mobile apps
- Cloud solutions
- Infrastructure as Code
- Kubernetes
- Containers, compute
- LMS / training & certification
- Design systems
- Career development tools
- Web communities/portals

EDUCATION

2006-2010
Technical University of Moldova
Bachelor of Science in Marketing and Logistics

2000-2004
Technical University of Moldova
Informational Technologies (Computer Science)

1998-2000
Academy of Economic Sciences of Moldova
Management

Other

2016 - 2017   **Senior Product Designer, BitTitan**

- Led the design of MSPComplete's key features, delivering impactful improvements and enhancing customer experiences.

- Developed a customer-focused design methodology with integrated UX metrics, driving higher user satisfaction and informed design decisions.

- Built a tailored Design System that improved UX coherence and boosted cross-team workflow efficiency by 25%.

2016 - 2016   **Senior Product Designer, CleanPower Research**

- Led the design of the Wattplan energy calculator, creating a user-friendly interface aligned with business goals to improve user engagement.

- Implemented a user-focused design approach, leveraging UX research and analytics to enhance satisfaction and deliver impactful solutions.

- Successfully launched the product through agile user testing, driving a significant increase in customer adoption.

2014 - 2016   **Product Designer, Usersnap**

- Led a comprehensive redesign of the product website, boosting conversion rates by 40% and improving user experience ratings by 30%.

- Enhanced the UX of the SaaS product Usersnap, driving a 50% increase in customer satisfaction and a 20% rise in user engagement through strategic design improvements and marketing alignment.

2010 - 2014   **Senior Design Manager, Accucom/Infopay**

- Coordinated UX and front-end UI design for web services and applications, enabling market-ready access to public records.

- Led a cross-functional team of designers and engineers, streamlining communication with stakeholders and improving development efficiency by 20%.

2003 - 2010   **UX/UI Designer, TrendLogic GmbH**

- Directed design initiatives for client websites and applications, including an innovative online casino with Flash games and a specialized blog design firm.

- Led a team of designers and Flash engineers to deliver superior user experiences, driving a 25% increase in customer engagement and a 15% boost in retention rates.