

Paul Capcan

digital experience designer

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Summary

I've been in the UX industry since 2003 and since then I have gained a profound experience in working as an individual contributor and a design leader. Throughout my career I've designed user experiences for digital B2B and B2C products and successfully established design processes in multiple teams. I know how to dissect user needs and pains, communicate business objectives and translate it into design strategy. I'm proficient in measuring success of design investments and working efficiently through an iterative product development process.

Experience

2018 - now **Lead Designer at Amazon Web Services | Seattle, WA, USA**

Successfully built and evolved Design System supporting a lineup of learning products for AWS customers and employees. Developed UX strategy and established an effective design process for a range of customer facing and B2B products in AWS. Designed elegant and intuitive experiences for desktop and mobile platforms and validated it through usability studies and a system of UX metrics.

2016 - 2018 **Sr. Product Designer at BitTitan | Bellevue, WA, USA**

Coordinated the design work on key features of a B2B cloud platform MSPComplete. Successfully built and communicated the design strategy across teams, implemented UX metrics and a customer-centric design process. Developed a Design System serving the product needs and providing cohesive user experience.

2016 - 2016 **Sr. Product Designer at CleanPower Research | Kirkland, WA, USA**

Lead Designer of a SASS application - energy consumption calculator Wattplan. Successfully balanced the key user needs and value points with business objectives and translated it into an intuitive and engaging user experience. Developed and evolved a user-centric design process effectively leveraging UX research data, analytics insights and user testing methodologies to accomplish UX and product goals.

2014 - 2016 **UX Designer at Usersnap | Perg, Austria**

Was in charge of the successful design overhaul of the product website, which entailed higher conversions and better user experience. Contributed to improving the user experience of the SASS product Usersnap and on different marketing efforts for it.

2010 - 2017 **Lead Designer at Accucom | Boston, MA, USA**

Lead Designer responsible for UX and front-end implementation of multiple web-based services and applications providing commercial access to public records. Effectively curated the team of designers and FE coders and successfully communicated the process with engineers and other stakeholders.

2003 - 2010 **Graphic Designer -> Creative Director at Trendlogic GmbH | Germany, Russia**

Started as a graphic and web designer. Provided a lot of design work for various websites and marketing campaigns. Then headed up 2 big projects: an online casino with multiple Flash-based games and a blog design agency. Curated the design workflow within a team of designers and Flash Action Script engineers and successfully delivered user experience for the customers.