

Paul Capcan

product design lead

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Summary

I started back in 2000 with Photoshop and Macromedia Flash at hand, and since then have gained over 20 years of profound experience in working as an individual contributor and a design leader. Throughout my career, I've successfully improved user experiences for digital B2B and B2C products and built customer-centric processes on design teams. I'm obsessed with different UX methodologies and I know in-depth 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 - 2021 **Design Lead at Amazon Web Services | Seattle, WA, USA**

Led the UX strategic and tactical delivery for multiple AWS products, including customer-facing (T&C LMS, AWS QA platform, AWS News platform, AWS Events platform) and business operations (T&C OPS, SA tools). Successfully built and evolved Design System supporting AWS T&C products. Developed UX strategy and established an efficient design process across various product teams and stakeholders. Designed elegant and intuitive experiences for desktop and mobile platforms and evaluated them through usability studies and a system of UX/product metrics.

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

Coordinated the design work on core 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 a cohesive user experience.

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

Design Lead for a SASS application - energy consumption calculator Wattplan. Successfully balanced the major user needs and value points with business objectives and translated it into an intuitive and engaging user experience. Set up 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 **Product Design Lead 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 **Visual/UI Designer -> Art Director at Trendlogic GmbH | Germany, Russia**

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 design workflow within a team of designers and Flash Action Script engineers and successfully delivered user experience for the customers.