

PAUL BLOCH

GRAPHIC DESIGN ■ USER EXPERIENCE



ACTIONHERO

ACTIONHERO
Branding & Web Design 2017

The screenshot shows the ActionHero website landing page. At the top, there is a navigation bar with the ActionHero logo, links for 'Get Started', 'Documentation', 'Solutions', 'Community', and a 'Download' button. The main header features the ActionHero logo and the text 'ACTIONHERO' followed by 'v1.5'. Below this, a tagline reads: 'The reusable, scalable, and fast Node.js API Server for stateless and stateful applications'. There are two buttons: 'Download' and 'Get Started'. The page is divided into several sections: 1. 'TO THE RESCUE' section with a hero character icon and a sub-tagline: 'The reusable, scalable, and fast Node.js API Server for stateless and stateful applications'. 2. Three feature cards: 'INTERNET OF THINGS', 'REAL-TIME CHAT', and 'VIDEO GAME SERVERS', each with an icon and a short paragraph of placeholder text. 3. 'PLAYS WELL WITH OTHERS' section with a sub-tagline: 'Use ActionHero around your workflow and preferred tools.' and a row of logos for React, ActionHero, Next.js, GraphQL, Docker, Ember.js, and Redux. 4. 'YOU'VE GOT THE POWER' section with a sub-tagline: 'ActionHero was built from the ground up to include all the features you expect from a modern API framework. It also knows when to get out of the way so you can customize your stack to fit your needs.' and three feature cards: 'EASY-TO-USE ACTIONS', 'BUILT-IN TASKS', and 'CLUSTER-READY', each with an icon.

ZEN BOOK CLUB

ZEN BOOK CLUB
Branding & Web Design 2017

This Month How It Works Engage JOIN

A journey of a thousand miles begins
with a single book.
Study Zen with others around the world.

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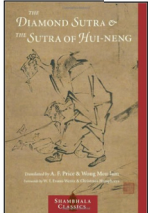
This Month's Selection

Every month we choose a modern or classic work for our dharma studies




**The Diamond Sutra and
The Sutra of Hui-neng**
Translated by A.F. Price and Wong Mou-lam

One of the most important figures within Zen is the sixth patriarch Hui-Neng. In this edition compiled by Shambhala Press we will read and compare the direct non-dual teachings from the Diamond Sutra with the undeviating quality of Hui-neng's own teachings on Zen.

GET THE BOOK




How It Works


- **1**
Sign Up (It's Free)
By signing up you will get a monthly notification of our monthly book as well as access to discussions.
- **2**
Get Your Book
Get the monthly book any way you'd like. Buy it, borrow it, just get your hands on it.
- **3**
Read & Discuss
Read the book throughout the month and engage others about the content.

Engage Authors & Teachers


Every month we engage with the original authors, translators, and sangha members as part of our shared inquiry.



Steve Hagen
Teacher & Author



David Loy
Teacher & Author



Red Pine
Translator & Poet

Join the Club

Start reading and growing in the dharma. It's FREE, just like your original nature.

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FORTÉ PIANO SERVICE
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Get back in tune with your piano.

LEARN MORE

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Open Monday through Friday 9am to 5pm • Serving the greater Sacramento area and surrounding regions.




Hi, I'm Jay Forté

Pianos are my passion. Since 1975 I have been tuning and restoring pianos in Sacramento and neighboring areas. I earned my apprenticeship with two Sacramento piano dealers, before establishing my own company. Since that time he worked for concerts and events, like Music Circus and accompanied artists such as, Sara Bareilly, Billy Joel, George Benson, etc. I've also worked on projects and donated other parts of the same. You could continue to offer my services for households, event centers, and institutions.


Don't hesitate to give us a call for any questions.

Full Spectrum Service




Tuning

The quality of a tuning is based on your piano's age, condition, and environment. Ideally a piano should be tuned every six months. With each tuning visit we also provide an inspection and make recommendations for upcoming piano repairs.




Regulation & Voicing

If your piano doesn't play or other components start to wear you need more than a tuning. Regulation makes adjustments compensating for changes caused by age, use, and humidity. Through voicing we modify the piano sound to make it brighter, louder or more mellow, whatever your taste or style.




On-site Repair

We can fix any broken original parts or special order replacements. Many repairs such as broken strings and hammers can be done on-site, as well as action dents, veneer and scratch repairs.




Restoration

We offer the full range of restoration services when your piano needs extensive repair. Our services include refretting, complete string action, and hammer replacement.



Moving


If your piano needs moving, we also offer this service through a trusted contracted provider. This service is limited to 100 miles and surrounding Sacramento.




Player Piano Installation

If you are looking for an automated player piano system we offer complete sales and installation of the best brands including the Live Performance LX. Contact us to learn more about features and available options.


Certified & Trusted




Baldwin Factory Certified Technician



Authorized Live Performance LX Sales & Installation

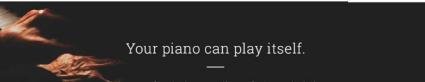


Service Technicians Pianos Continue Certified School District



Music Technician Sacramento City Unified School District

Your piano can play itself.



Get the most out of your piano investment and hear your favorite songs played without lifting a finger. The Live Performance LX is the original and finest high resolution automated player piano system. Technology perfected over 25 years will give you the best quality sound for \$8999. Forté Piano Service is proud to be an authorized dealer and installer. We have the world's best player system over any other for your piano. Unlike other player systems the LX does not substitute and allow your piano to retain its original look. The system is expertly installed by your piano without any extra parts. The LX plays more than 100,000 songs from other brands (Baldwin, Steinway, and Chick) and has over 1000 files with enhanced playback which includes special sound performance.

Contact us for further information about this and other available systems.

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on all orders,*
all summer.

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Showcase more of them in
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Create a special gift of Mom's fondest photo memories or create your own retro "yearbook" to surprise good friends – the possibilities are endless.

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KODAK GALLERY
Marketing Design 2017

Welcome Allen | Account Settings | My Registrations | Stay Informed | Logout



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Offering teachings of the Buddha to the global community

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Seattle Insight Meditation Society is a nonprofit organization devoted to offering the Buddha's teachings on insight and awareness to all those who seek them. Our community is open to all and rests in support of the practice of mindfulness in daily life.

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LATEST NEWS

Sitting Meditation and Dharma Talk with Steve Armstrong
by Tenzin | March 12, 2009
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Monthly Drop-in DharmaPlay Group at M'illumino
by Tenzin | March 12, 2009
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam. [read more](#)

Beginning Meditation Class for High School Students
by Tenzin | March 12, 2009
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam. [read more](#)

Limited Parking at Bloedel in March and April
by Tenzin | March 12, 2009
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam. [read more](#)

[View Previous](#)

March 27th WEEKEND RETREAT is filling up fast!
[Click here to register today!](#)

UPCOMING RETREATS	CLASSES AND CLASS SERIES	LATEST DHARMA TALKS
<p>Jan 29 2009 Day of Mindfulness Seabold Hall</p> <p>Jan 29 2009 Refugees and Precepts St. Mark's Cathedral</p> <p>Jan 30 2009 All Sangha Meeting St. Mark's Cathedral</p> <p>View All</p>	<p>Mar 20 2009 Yoga and Vipassana Mahabodhi Temple</p> <p>Jan 29 2009 Beginning Meditation - Seattle Mahabodhi Temple</p> <p>Jan 30 2009 Beginning Meditation - Eastside Mahabodhi Temple</p> <p>View All</p>	<p>The Three Jewels by Rodney Smith Mar 12, 2009</p> <p>The Three Jewels by Rodney Smith Mar 12, 2009</p> <p>The Three Jewels by Rodney Smith Mar 12, 2009</p> <p>View All</p>

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Branding & Web Design 2009

Make businesses social.

Use opengraph to bring your apps to the world.

[Get Started](#)

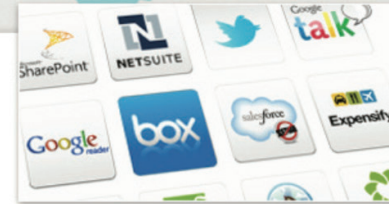
Engineering Blog

Today we're releasing documentation about an upcoming feature, Activity Streams. There are two documents, one details the REST API for creating and viewing Activity items and stories. The second outlines our use of the Open Graph Protocol and some enterprise additions we've made. Both documents are drafts and open to comments (each has embedded comments using Disqus).



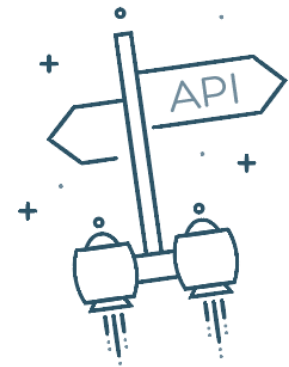
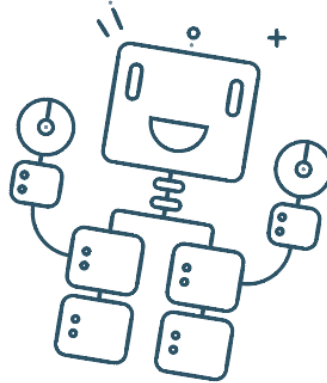
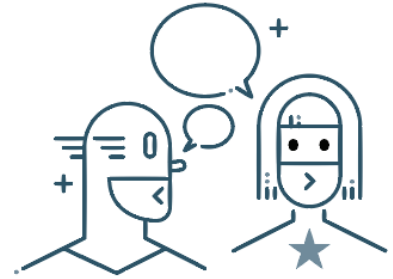
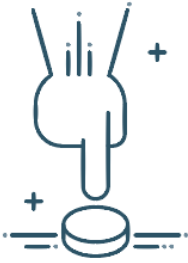
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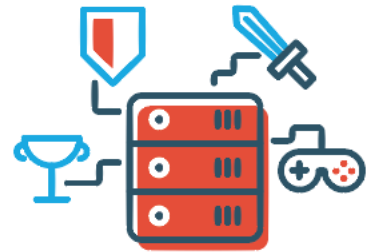
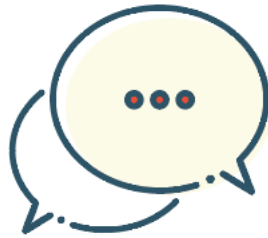
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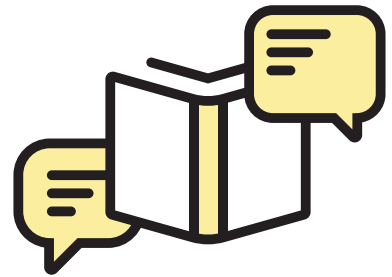
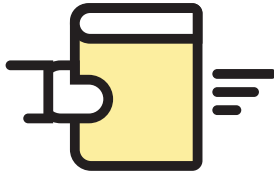


Case Studies

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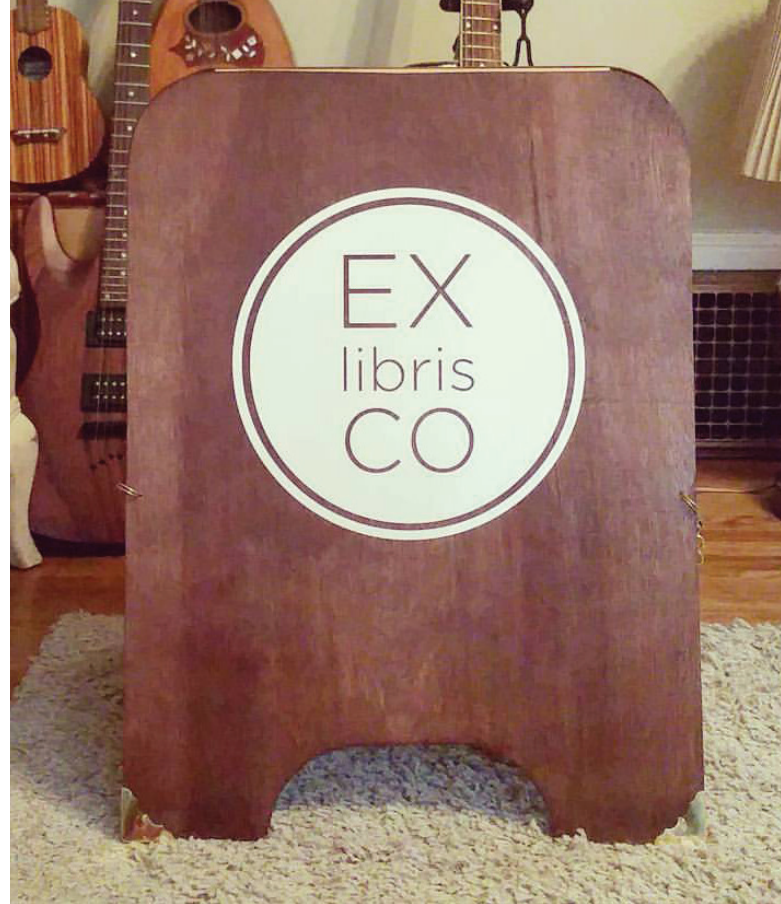








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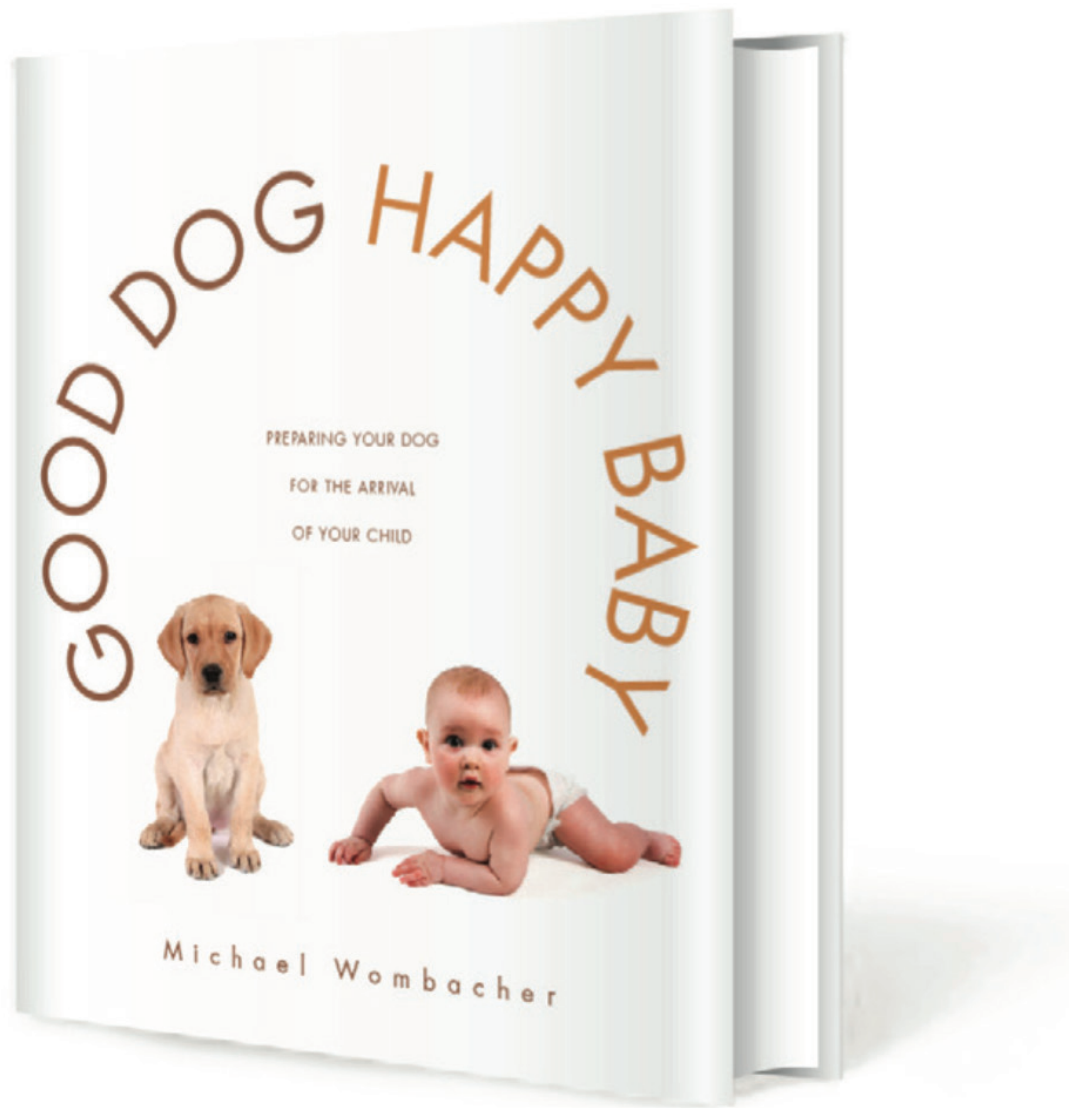


THE GODDESS RISING

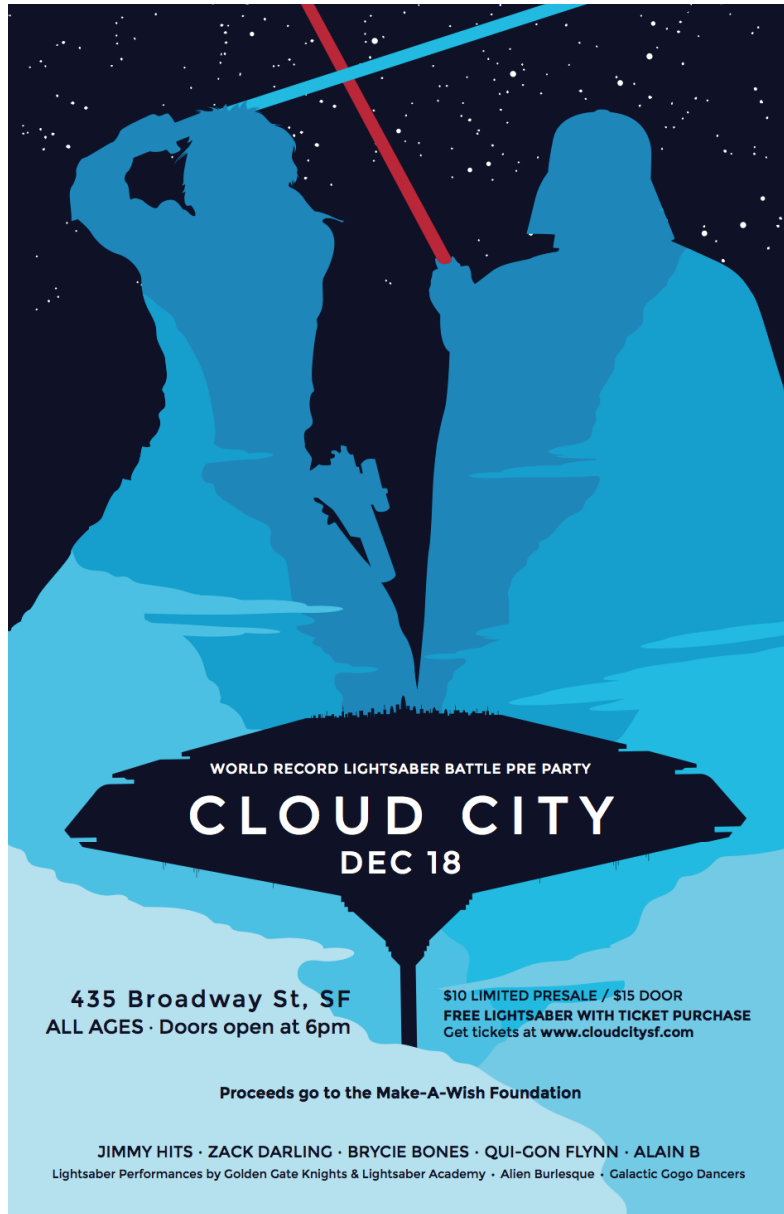
THE GODDESS RISING
Branding Design 2016



MIXED LOGO WORK



GOOD DOG HAPPY BABY
Book Cover Design 2006



CLOUD CITY
Illustration & Poster Design 2015



PAUL BLOCH

GRAPHIC DESIGN + USER EXPERIENCE

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openartist@gmail.com
9457 Casten Ln
Orangevale, CA 95662

EXPERIENCE

Owner & Art Director

Kosmographika Sacramento, CA

2015 – Present

As a freelance contract designer I work with small to large companies to realize their design and branding ambitions in print, online, or in the app store.

Senior User Experience Designer

3M Minneapolis, MN

2017 – 2018

I was recruited through Accenture to help design a new software suite built upon SAP's Fiori platform for 3M's Customer Service Representatives. In addition to delivering high fidelity mockups and clickable prototypes I aided in leading workshops, user surveys, and usability testing.

Chief Creative Officer

Emtrain Sacramento, CA

2014 – 2015

Emtrain is a leader in online corporate compliance training. As the Chief Design Officer I led the company through a deep rebrand and refactoring of the design of the entire product. Including the development of a new design language. I worked with the sales and executive team on the remodeling of a complicated pricing model, created a new stream-lined pricing, and a Freemium plan. Had analytics integrated into all of our systems so that growth and network activity could finally be tracked and understood. Integrated diverging products and brands under one brand umbrella. Used Optimizely, Google Analytics, and Mixpanel to make constant improvements to our user acquisition and sales funnel. Spearheaded UX improvements to administrative dashboards and end-user experiences. Worked closely with sales, marketing, course production, and our engineering team to prioritize tasks and new initiatives. Led improvements to video production, script-writing, and course creation.

Advisor

Code Laboratories Inc. Las Vegas, NV

2013 – 2015

DUO is an open 3D sensing hardware platform for researchers. I served as a design consultant and advisor for the product launch on Kickstarter. I worked closely with the co-founders in the preparation and design of the investor pitch deck as well as other marketing collateral.

Product Design Director

JumpCam San Francisco, CA

2012 – 2013

JumpCam created a new way for people to collaborate on videos through the web and mobile. The core product allowed for users to create, add, and edit

SKILLS

Logo Design, Branding, & Identity
Graphic Design
Interaction Design
User Experience
User Interface Design
Designing Marketing Collateral
Illustration & Icon Design
Print and Magazine Design
A/B and User Testing
Email/Social Media Marketing
Familiar working with Wordpress
Familiar CSS & HTML5

SOFTWARE

Adobe Indesign
Adobe Photoshop
Adobe Illustrator
OmniGraffle
Sketch

EXPERIENCE CONT'D

video clips into a single interwoven video instantly through the iPhone, and the web. I was a founding member of the team as the first Product Design and UX lead. I was responsible for coordinating all UX and design specs and assets to the team of developers. As a designer I worked with both the web and mobile developers, supplied all design collateral, reviewed all designs, and worked endlessly on rapidly iterating the product.

Contract Product Designer

Autodesk San Rafael, CA

March 2012

I was contracted through the agency Jankijo to work as the user experience and design lead for an internal metrics tool for Autodesk. As a product designer I'd supply UX workflows as well as the design assets influenced by the Autodesk Design Guidelines. With the help of stakeholders I delivered an intuitive and simple tool to for executives to have a high-level view of all Autodesk products.

Product Designer

Yammer, Inc. San Francisco, CA

2011 – 2012

I was one of the first dedicated product designers on staff. Collaborated with various multi-functional teams alongside the Product Managers on projects ranging from web, desktop application, and mobile. I lead UX and design on projects for IOS, Android, Windows Phone 7, and Blackberry. Worked extensively on the analytics dashboard for admins, as well as membership upgrade flows.

Owner

Paul Bloch Design Sacramento, CA

2009 – 2011

During this period I worked primarily with Evolving Wisdom LLC (evolvingwisdom.com), a company that owns several "transformational education" brands. I designed long form marketing pages and e-learning sites. I also contracted with Six Fish (six.fish) as a sub-contracted designer for their clients.

UX Designer

Kodak Sacramento, CA

2009

Worked as a UX designer and designer to help with several new software products that have been used throughout their Easyshare camera product line. This included the Share Button App that automated uploading of photos and videos to social media destinations. I also worked on the first initiative to remove all installation CDs from boxed cameras.

We designed a small installer app that lived on all new cameras which would download all necessary software when attached to a new computer. Other responsibilities included software flowcharts, case studies, implementing the "Black Fade" design language, icon creation, and marketing collateral when needed to assist the marketing team.

EXPERIENCE CONT'D

Art Director

Thoughtlead Lenox, MA

2007 – 2008

Thoughtlead was a project started with four other partners to develop an educational platform and social network for “thought-leaders.” I designed the branding and identity and the created wireframes that mapped the user experience. I delivered original designs that skinned our white-label product for some of our first customers and also worked closely with contracted junior designers.

UX and Design Lead

Call2Action London, UK

2007 – 2008

Call2Action is a startup specializing in connecting people with non-profits and NGOs. We designed an interface and dashboard of causes and events that people can get volunteer for, sign petitions, and donate to. My responsibilities as included the brand, identity, interface, and user experience.

Contract Designer

Ursa Minor San Rafael, CA

2006 – 2007

Ursa Minor worked primarily with clients in the LOHAS space. I updated the agency’s identity as well as worked on various high profile client projects.

Senior Designer

EnlightenNext Lenox, MA

2002 – 2007

I worked as print and magazine designer for a leading spirituality, philosophy, and health magazine with international distribution.