

# PAUL BLOCH

## GRAPHIC DESIGN + USER EXPERIENCE

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### 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.