

# Pavel Capcan

## DIGITAL PRODUCT DESIGNER

📍 Seattle Area, WA, USA

📞 (425) 737 5892

✉️ pcapcan@gmail.com

🌐 www.thecapcan.com

### SUMMARY

Over 15 years of immersive experience in designing the UX for digital products that bring delight and meet human needs while satisfying all business requirements. Strong proponent of Product Thinking approach, always focused on the core user problems and better ways to achieve the pleasurable user experience based on data-driven and user centered design thinking process.

### EXPERIENCE

2016 - present **Senior Product Designer** at BitTitan | Seattle, USA.

- + Involved in the strategic process of defining the product roadmap based on deep user research and data analysis, communicate the product and features strategy across different departments and with executives. It results in more solid and effective design thinking process.
- + Design the UX for different product features, collaborating tightly with PMs, TPMs and Engineering department. Streamline the process through clear communication and early validation of design solutions.
- + Curate the process of creating the Design System based on Atomic approach, which results in consistent design language and facilitates the development cycle.
- + Run usability studies, communicate with customers, gather feedback and conduct deep data analysis. It enables to measure the results of design investments and form the further design strategy.

2016 - 2016 **Senior Product Designer** at Clean Power Research | Seattle, USA.

- + Established an effective communication within the dev team and streamlined the workflow process that enabled to speed up product releases.
- + Implemented User Centered Design principles in the core of design process, which allowed to enhance and evolve the product from customer perspective.
- + Performed various UX research methods (user interviews and surveys, competitive analyses, personas, user scenarios etc.), which helped to define main user pains and goals and to improve significantly UX.
- + Designed a consolidated Style Guide for the product and the company, that allowed establish a consistent design language across all communication channels.
- + Developed new User Centered strategy and design for product's web-site and child product websites, that enhanced the image of the company.

2010 - 2017 **Senior UX/UI Designer** at Infopay/Accucom Corp. Boston, USA.

- + Curated a lot of company's child and affiliate projects. Established an effective design process, which allowed to launch a lot of successful products.
  - + Put the UX approach as a top priority question throughout the whole development process. Different UX research methods (qualitative and quantitative) allowed to improve significantly the User Experience.
  - + Streamlined the dev process between design and dev teams which substantially helped to increase the speed of updating the products.
  - + Produced a lot of intuitive and consistent UI solutions for different products that stimulated the attraction and retention of loyal customers.
- Designed a lot of brand and UI style guides for various affiliate products, that gave the ability to use a consistent visual language.

### LANGUAGES

English (fluent)

Russian (native)

French (elementary)

Romanian (fluent)

### DESIGN PROCESS

1. Exploration / User Research
2. Brainstorming / Product Strategy
3. Prototyping / Validation
4. Visual & Interaction Design
5. Measure ROI / Iterating

### DELIVERABLES

Personas / IA Maps / Flowcharts  
Requirements / Feature Roadmaps  
User Flows / Wireframes  
Interactive Prototypes  
Visual Design / Micro-Interactions  
Design Documentation

### TOOLS I USE

Whiteboard / Napkins  
Sketch  
Principle for Mac / Keyshape  
Adobe CS Master Suite  
Invision / Lucid Chart  
Axure / UX Pin / Balsamiq  
Webflow  
Coda HTML / CSS Editor

### MY PRINCIPLES

Be Data-Driven  
Justify Assumptions  
Communicate & Collaborate  
Listen > Learn > Iterate  
Think Outside the Box  
Bring Delight

### MY LIFE

Pro Husband & Father  
Gym Addict  
Movies Watcher  
Photographer  
Xbox Gamer  
Coffee Maniac  
Former DJ

2014 - 2016 **UX/UI Designer** at Usersnap. Perg, Austria.

- + Conducted different UX research methods (competitive analysis, personas, customer journeys etc.), that helped to define main user pains and goals and to improve significantly UX.
- + Used User Centered Design principles throughout design process and as a result, it improved the UX and updated the product more effectively.
- + Set up a clear communication within the team and boosted the workflow process which allowed achieving the defined goals in short times.
- + Designed a cohesive Style Guide for the product and established a consistent design language across all interaction channels.
- + Revamped the design of product's website based on User Centered Design approach. The redesigned website attracted more visitors and increased conversions.

2003 - 2010 **Art Director & UI Designer** at Trendlogic GmbH. Germany/Russia.

- + Gathered and successfully managed a team of designers, streamlined the design process of developing different websites and products.
- + Simplified the process of providing the design deliverables for dev team. Thoroughly controlled the results of implementing the new UI/UX improvements which increased the quality of company's products and services.
- + Participated as art-director in different child projects, established an effective design process and clear communication with clients.

## EDUCATION

2008 - 2010 **Technical University of Moldova**  
Specialty - Bachelor of Science in Marketing and Logistics.

2000 - 2004 **Technical University of Moldova**  
Specialty - Informational Technologies. Transferred to another specialty.

1998 - 2000 **Academy of Economic Sciences of Moldova**  
Specialty - Management. Transferred to Technical University of Moldova.