

# Paul Capcan

## DIGITAL PRODUCT DESIGNER

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### 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 | Bellevue, WA, USA.

- + Successfully contributed to establishing customer-centered design thinking process in the team and across departments. Participated in strategic and tactical planning based on customers needs and business objectives.
- + Streamlined collaboration between departments by articulating ideas via prototyping and creating a shared understanding between stakeholders.
- + Successfully planned, designed and released core product features.
- + Assessed the ROI of design by using the design metrics and conducting usability studies.
- + Successfully developed and implemented a Design System based on Atomic approach, that enabled to achieve consistency, set up a clear communication with engineering department and facilitate the development cycle.

2016 - 2016 **Senior UX/UI Designer** at Clean Power Research | Kirkland, WA, USA.

- + Streamlined the design process by introducing customer-centric principles and improved the communication between departments by implementing wireframing and prototyping techniques.
- + Successfully performed various user research methodologies, that allowed to better understand user's needs and improve the product from the UX perspective.
- + Decreased the frictions and misunderstanding between design and engineering departments that resulted in faster development process and clear hand-off process.
- + Successfully created a Design System, based on Sketch nested symbols, that enabled to provide custom tailored solutions for customers and speed up the development process.

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

- + Successfully utilized different UX research methods (competitive analysis, personas, customer journeys etc.), that helped to define main user pains and goals and to improve the 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.

### LANGUAGES

English (fluent)  
Russian (native)

### 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

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

- + Successfully designed and coded a lot of companies child projects.
- + Solidified the customer-centric approach in the process by introducing user research methods and organizing the design process.
- + Streamlined the dev process between design and engineering departments that substantially helped to increase the velocity of product releases.
- + Effectively translated brand principles and language into the product interfaces and experience, that resulted in better and consistent UX.

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

- + Built 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.