

Pavel Capcan

DIGITAL PRODUCT DESIGNER

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SUMMARY

Over 14 years of immersive experience in creating digital products that bring delight and meet human needs while satisfying all business requirements. Results driven, highly energetic, and passionate about designing visually-appealing user interfaces that are intuitive to use and provide easy access to all underlying business needs. Focus on User Centered design based on user needs and business goals.

EXPERIENCE

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

- + Established strategic planning of key product features in conjunction with PM and UX teams and guided certain features through entire design process, that resulted in successful launch of product and positive customer adoption.
- + Worked on implementing Design System, that allowed to achieve consistency in the UI and significantly facilitated design and development process.

2016 - 2016 **Senior Product Designer** at Clean Power Research. Kirkland, 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. Empathizing / User Research
2. Brainstorming / Strategy
3. Prototyping / Testing
4. Mockuping / HQ Design
5. Testing / Iterating

DELIVERABLES

UX Research
UI Requirements / Specs
Interactive Prototypes
Hi-Fi UI Mockups
UI & Style Guides
CSS/HTML Prototypes
Illustrations / GFX

TOOLS I USE

Paper
Sketch
Principle (Animation)
Adobe CS Master Suite
Invision / Lucid Chart
Axure / UX Pin / Balsamiq
Webflow
Coda Editor

MY SECRET POWERS

Empathetic
Good Team Player
Open-Minded
Quick Learner
Thorough & Meticulous
Responsible

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.