

# PAUL YEATON

617.784 2479 | yeaton.m.paul@gmail.com | paulyeaton.com

## PROFILE

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Twenty years in interactive design, UX, product design and marketing. I have a passion for design and front-end code that is standards-compliant and bulletproof. Detail oriented. Creative thinker. Multi-tasking. Self-motivated. Team oriented.

## SKILLS

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Art Direction | Compliant HTML & CSS | Print Design | UX/UI | jQuery/javascript | Adobe CC | Sketch | InVision | Agile Workflow | Web Strategy | Analytics | App Design and Production Management

## EXPERIENCE

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### FREELANCE | 2018

#### UI/UX Designer - TripAdvisor

- > Work to rebuild Trip Advisor's image from being solely a research site to being a retail gateway to make reservations for vacations.
- > Build designs for use in A/B tests and launch new designs based on these results.

### FREELANCE | 2018

#### UI/UX Designer - Jobcase

- > Design the employer sign-up workflow to monetize the app.
- > Design microsites for job fairs and Jobcase sponsored events.
- > Work closely with Product Managers and stakeholders to ensure proper execution of designs.

### FREELANCE | 2018

#### UI/UX Designer - Veritas Genetics

- > Design a lightweight "splash page" for users to view and interact with the results of their genetic tests.

### ONLINE BUDDIES | 2012 - 2013, 2015 - 2017

#### Art Director/Product Designer/Product Manager (Jack'd App)

- > Build wireframes and functionality of sites and apps.
- > Design html/css/js prototypes for a major redesign of app and web app.
- > Worked closely with product managers and team members to build or polish multiple products and brands.
- > Took product requirements & created design concepts and managed the design process through until launch.
- > Designed multiple mobile apps and worked closely with development to ensure designs stayed "on-brand".

### STRAUMANN USA | 2014 - 2016

#### Manager, Integrated Design and Production

- > Create digital marketing plans that include social media marketing, email optimized campaigns, microsites and UI/UX for the upcoming redesign of the company's global website.
- > Design and UX both mobile and web-based applications for use by our sales team.
- > Design and develop mobile-centric web experiences that are captivating marketing tools for product launches while coordinating with contracted developers.

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## FREELANCE | 2009 - 2012, 2014

### Art Director, Project Manager, Developer & Sole Proprietor

- > Managed and did business development of a small interactive design studio, specialized in helping small businesses gain traction by using the web, strong branding & social media as a marketing tool.
- > Provided clients with clean, user-friendly design and code, SEO, email newsletter design, social media integration, content development, usability and web standards.
- > Managed outside vendors, ranging from web developers, project managers & print vendors.
- > Developed and project managed web sites ranging from small brochure-style designs to online communities, large sites with content management systems built in and applications.

## MILLENNIUM PARTNERS | 2007 - 2009

### Web Designer & Developer

- > Designed online marketing programs that include banner ads, SMS Marketing, email blasts and landing pages that drive analytical data into SalesForce for monitoring lead opportunities.
- > Managed and maintained the national site (thesportsclubla.com) when needed, as well as the SalesForce database.
- > Coordinated with vendors to manage projects ranging from application development to environmental graphics.

## OTHER RELEVANT EXPERIENCE

## WATTS WATER TECHNOLOGIES | 2004 - 2007

### Sr. Designer

- > Worked alongside the Art Director to re-brand companies acquired by Watts. Deliverables ranged from logo design, brand building, POS materials, catalog designs and websites.
- > Project managed and coordinated project schedules and managed a small team of junior designers.

## EDUCATION

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### NORTHEASTERN UNIVERSITY

#### History/Sociology

1990 - 1992

### SMFA - BOSTON

#### Design

1995 - 1997

### CLARK UNIVERSITY

#### Web Development

2006 - 2007

## REFERENCES

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Available Upon Request

## CLIENTS

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Southwest Bank of Texas

Straumann USA

Harvard University

Elysium Digital

The Sports Club/LA

The Regent Theatre

Chase

infoMedMD

NADAV Fund

Watts Water Technologies

MIT

Robbins Library

General Electric

Causes International

Reed

The Curious George Store

TripAdvisor

Boreal Renewable Energy