

PAUL UHM / UX DESIGNER / BAY AREA, CA

Paul is a designer known for crafting transformative user experiences, excelling in problem-solving, strategic planning, prototyping, and creating immersive designs. With a profound belief in design's power to reshape the world, he approaches projects with a panoramic perspective, mindful of the broader impact of products and experiences. A driven self-starter, Paul is deeply committed to leveraging design to enhance the human experience and foster positive change, infusing every environment with contagious positivity and vibrant energy.

LINKS

pauluhm.com
dribbble.com/pauluhm
linkedin.com/in/pauluhm

pauluhm.ux@gmail.com
707.299.7215

EDUCATION

Google
UX Design Professional Certificate / Online

General Assembly
UX Design Immersive / San Francisco, CA

Pacific Union College
BS Exercise Science / Angwin, CA

SKILLS & TOOLS

Product Design
UI/UX Design
Product Management
Interaction Design
Visual Design
User Research
Prototyping
Collaboration
Problem-solving
Critical Thinking
Adobe XD
Figma
Sketch
Invision
Marvel
Mural
Whimsical

WORK EXPERIENCE

UX Designer / Product Operations Manager

Svetness Corp / October 2021 - August 2023

- Implemented user-centered design to cut project risks, saving \$100k/quarter and ensuring seamless user experience
- Drove entire product lifecycle with user-centric focus, aligning with client goals and translating needs into actionable use cases
- Partnered with stakeholders to craft user-driven mobile app strategies, leveraging research and feedback for optimal results
- Cultivated strong client bonds, achieving 90% retention rate through consistent, delightful experiences
- Spearheaded UX-driven referral program, gaining 500 clients annually and fueling Svetness Corp's customer growth

UX Designer

Keyhole Club / February 2022 - July 2022

- Elevated user engagement by 25% through a strategic overhaul of the crypto platform's product direction
- Employed thorough market analysis and user research to identify opportunities & pain points, leading to data-driven enhancements that reduced user abandonment by 40% post-relaunch
- Orchestrated the creation of user-centric features such as streamlined onboarding and a gamified rewards structure, swiftly boosting user acquisition within the initial week of release
- Collaborated with executives and sales teams to craft a pricing strategy, resulting in a notable 15% uptick in sales

UX Designer

Uptu, Inc. / August 2020 - September 2021

- Contributed to project planning and shaped impactful go-to-market strategies
- Utilized creative problem-solving to tackle design challenges, enhancing the digital presence
- Orchestrated cross-functional collaboration, yielding a social media app that amplified user acquisition metrics
- Refined design concepts using user feedback surveys, driving a notable 15% boost in CSAT