

PAUL MIROCHA

User Experience (UX) Designer
Visual Designer

PORTFOLIO LINKS

Design & Illustration: paulmirocha.com
UX Design: paulmirocha.design
Tumamoc Hill: tumamocsketchbook.com
Linkedin: linkedin.com/in/paulmirocha

CONTACT

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PROFESSIONAL SUMMARY

A VERSATILE DESIGNER with decades of experience and strong visual skills in graphic design, web, illustration, and digital imaging. A recent Masters degree in User Experience (UX) Design adds a focus on user needs, structure, and strategy. Creative and inventive, a keen observer and researcher, seeing new possibilities and alternatives; an energetic, self-directed learner, empathetic and a good communicator.

SKILLS

- Adobe CC: Photoshop, InDesign, Illustrator
- Balsamiq, Sketch, Omnigraffle, etc
- Digital illustration & image editing
- Drawing and sketching
- Site audits and SEO
- UX design and user research
- Wireframing and flow diagrams
- Wordpress web design

WORK HISTORY

Design Consultant, *Paul Mirocha Design* 1991 to current

- Create super-realistic digital illustrations for publishers, exhibits, and commercial packaging
- Design, and manage digital & offset printing of brochures, booklets, magazines, posters, books.
- UX design for web sites, user research, site audits, visual design

Artist In Residence, *University Of Arizona, College Of Science, Tucson, AZ* 2011 to current

- The Historic Desert Laboratory on Tumamoc Hill, Designated Campus Colleague.
- Develop a collaborative art/science program resulting in exhibits, articles, field-drawing course.
- Develop user flows, UI design for Tumamoc Tour mobile app.
- Awarded Arizona Commission on the Arts grant.

UX/UI Designer, *The Science Of Baseball/Educational Training & Research* 12/2016 to 03/2017

UX and UI designer, coordinated project requirements, communicated with developers and clients in creating UI for a STEM math gaming app for middle school user testing

Senior Graphic Artist, *University Of Arizona, Office Of Arid Lands Studies* 01/1980 to 03/1991

- Supervised in-house designers and contractors, managed budgets, deadlines, and quotes from vendors.
- Designed and produced a wide variety of graphic deliverables: maps, technical illustrations, printed brochures, posters, publications, and exhibitions.

EDUCATION

Kent State University, School Of Information - Kent, Ohio, Master of Science in UX Design, 2017

- User experience design
- User research
- Usability testing
- Information architecture
- Interaction design
- Content strategy

Pima Community College - Tucson, Web Design/Interaction Design I And II 2015

University Of Minnesota - Minneapolis, Bachelor of Arts: Fine Art With Minor In Biology 1977

Senior honors thesis: solo art exhibition.

CONTINUING EDUCATION

Interaction Design Foundation (IDF), Member, 2018-

The Human Centered Design Course, IDEO.org, Certification, 2019