

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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SUMMARY

A VERSATILE UX DESIGNER with decades of experience and strong visual skills in graphic design, web, and illustration using multiple media. Long experience working with environmental science communication. A Masters degree in User Experience (UX) Design brings a passion for user needs, information structure, and business strategy. Special experience designing web search interfaces. Creative and inventive with a good eye for design; self-motivated; a constant learner and good communicator.

SKILLS

- Adobe CC: Photoshop, InDesign, Illustrator, etc.
- Balsamiq, Sketch, Figma, Omnigraffle, etc
- Digital illustration & image editing
- Drawing ideas, sketching story boards
- Photography
- UX design and user research
- Web design, Wordpress, site audits
- Writing, blogging, and presentations

WORK HISTORY

Multimedia Specialist / UX Designer, *University of Arizona* 2019 to present

- User Experience (UX) research and usability testing, User Interface (UI) design, Website design
- Explainer video illustration and design

Designer/Illustrator, *Paul Mirocha Design* 1991 to current

- Create super-realistic digital illustrations for publishers, exhibits, and commercial packaging
- Design branded brochures, booklets, magazines, posters, books; manage digital & offset printing
- UX design, web design, user research, site audits, SEO, 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.
- Carried out creative photography projects documenting historical research preserve
- Developed a collaborative art/science program; exhibits & articles; taught a field-drawing course. Awarded Arizona Commission on the Arts grant, 2015

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 Designer, *University Of Arizona, Office Of Arid Lands Studies* 1980 to 1991

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

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, **Studies of Natural Form**

PROFESSIONAL DEVELOPMENT

Interaction Design Foundation (IDF), Member, 2018-
The Human Centered Design Course, IDEO.org, Certification, 2019