

PAUL MIROCHA

User Experience (UX) Designer

PORTFOLIO LINKS

UX Design: paulmirocha.design

Design & Illustration: paulmirocha.com

Desert Lab: tumamocsketchbook.com

Linkedin: linkedin.com/in/paulmirocha

CONTACT

425 E. 17th Street

Tucson, Arizona 85701

mobile: (520) 343-0090

email: paul@paulmirocha.com

SUMMARY

A VISUAL THINKER, applying creativity and Human-Centered Design approaches to every project. Long experience and strong skills in graphic design, web, and illustration, focused on science communication. A Masters Degree in User Experience (UX) Design adds skills in user research, audience understanding, and information structure, with specific experience designing web search interfaces. A self-motivated, constant learner, and good communicator, bringing a creative approach to any working group.

SKILLS

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

WORK HISTORY

Multimedia Specialist III, UX/UI Design Lead, *University of Arizona, Udall Center for Studies in Public Policy* 2019 - present

- User Experience (UX) research and usability testing, User Interface (UI) design, Website design
- A big data search and research platform applying science to environmental law
- Infographics and graphic design

Illustration/design Consultant, *Paul Mirocha Design* 1991 - current

- Create super-realistic digital illustrations for publishing, science, 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, Desert Laboratory, Tucson, AZ* 2011 - 2022

- 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 - 03/2017

UX and UI designer, 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 - 1991

- Supervised in-house designers and contractors, managed budgets, deadlines, and quotes from vendors.
- Designed and produced a wide variety of graphic design deliverables 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*, 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 - current

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