




# PAUL JOSEL

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## Interaction Designer

San Francisco-based designer driven by logical analysis, user-centric thinking, and collaborating with others to create beautiful experiences.

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## WORK EXPERIENCE

### UX/UI Designer | Salesforce

*July 2022 - Current, San Francisco*

Team member of the AI Research department. I design responsive web apps to showcase research findings, including projects like CodeGen, Merlion, and LAVIS. I also built a comprehensive design system for the website and created brand assets for Dreamforce 2022.

### UX Designer | Freelance

*December 2021 - July 2022, San Francisco*

Created and/or re-designed websites and branding for art and e-commerce companies. Conducted independent user research and worked with clients to improve usability, increase site traffic, and boost sales.

### UX/UI Designer | KairosXR

*October 2020 - November 2021, Remote*

Designed custom-built programs for training and education across a variety of fields including medical, industrial, and cybersecurity. Helped create entire applications from the defining phase to final implementation for desktop, mobile, and VR and was responsible for creating all UI elements and implementing design systems based on user research and testing.

### UX Designer | Freelance

*December 2018 - October 2020, Brooklyn*

Worked independently to enhance the online presence of local small businesses. Built or redesigned websites for ease of use through surveying the customers of hotels, restaurants, and bars to assess how their online experiences could be improved and implementing changes based on their feedback.

## EDUCATION

### General Assembly

User Experience Design Program  
January 2018 - April 2018

### Elon University

Psychology, Focus in Human Factors  
Bachelor of Arts | Class of 2017

## SKILLS

UI Design  
Web Design  
User Research  
Visual Design  
Iconography  
Motion Graphics  
Storyboarding  
Sketching  
Wireframing  
Prototyping  
Information Architecture  
Graphic Design  
Branding

## TOOLS

Figma  
Illustrator  
Photoshop  
After Effects  
Sketch  
GitHub  
InDesign  
Adobe XD  
InVision  
Google Analytics  
HTML/CSS  
WordPress  
Squarespace  
Articulate 360