

PAUL GOODWIN

UX Design & Strategy

 goodwinux.com

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I enjoy bringing together diverse fields of knowledge to turn a design challenge into a strategic opportunity for everyone involved. I help real people realize new, meaningful solutions to the problems that mean the most to them.

EDUCATION

MS, Human-Computer Interaction

Carnegie Mellon University, 2015–2016
GPA 4.0

BKI, Knowledge Integration, Honours

University of Waterloo, 2009–2013
Digital Arts Communication Specialization
Dean's Honours & Merit Scholarship
GPA 3.7

UX SKILLS

Affinity diagramming	Mental models
Active listening	Scenarios
Card sorting	Sketching
Competitive analysis	Strategy
Concept modeling	Surveying
Contextual inquiry	Task Flows
Facilitation	User stories
Heuristic evaluation	Usability
Hi-fi prototyping	testing
Interviewing	Wireframes

UX TOOLS

Adobe Creative Suite	Jira
Figma	Pen & paper
HTML, CSS, JS	Processing
Invision	Sketch

RELEVANT EXPERIENCE

Lead UX Designer and Researcher

LH Ventures, January 2016–Present

I used **human-centered design techniques** to design an online service platform for collaborative wholesale purchasing from the ground up. I uncovered **unmet needs and market opportunities** by conducting dozens of research activities, from contextual inquiry to storyboarding. I iteratively designed user flows, wireframes, and hi-fi mockups, and collaborated with our engineers from initial prototypes through QA. I worked closely with our CEO, business stakeholders, and engineers to champion human-centered design. Our platform launched **with a billion dollar client**.

eLearning Designer

Economical Insurance, August 2013–July 2015

I wrote, designed, and developed training materials and experience for thousands of Economical employees. I worked with management to **identify business goals** and interview subject matter experts to learn topics quickly and deeply. I created interactive eLearning modules, webinars, podcasts, and other multimedia content that **improved employee competencies** to meet business goals. With my team, I facilitated multi-day in-class training for over 700 employees over 6 months.

Educational Designer

iComp Consulting, December 2011–December 2013

I designed interactive professional development eLearning for Ontario healthcare regulatory colleges. I **paired content and interaction** with adult learning principles to help thousands of busy learners acquire professional competencies.

Co-founder

Master[ed], January 2012–July 2012

I led the business strategy and user experience design as a student startup business for Master[ed], an iOS note-taking application. I created and tested workflows, prioritized features for release, and defined the product roadmap. Master[ed] launched on the app store in June of 2012.