

# PAUL SMOKOVITZ

SENIOR PRODUCT DESIGNER

UI DESIGN

ART DIRECTION


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 For examples of my process:  
[paulsmokovitz.com/about](http://paulsmokovitz.com/about)



I am an accomplished designer with over a decade of Design, Art Direction, and UX experience. These experiences include strategy session involvement, wireframing, prototyping, and testing. Worked with some of the largest and best known agencies, start ups & corporate environments, and a wide variety of consulting projects in between, as well working for myself. Projects I have worked on range from UX/UI, apps, large media websites, promotional microsites, B2B, B2C, online campaigns, branding, prototyping, iconography, marketing, and illustrations.

I am a designer because I love new challenges, solving problems, learning something new, enjoy building things, adapting to a variety business requirements, and adapting to changes within the overall industry. I want to work with talented and respectful people in order to help to create useful, innovative, and meaningful work as a team.

## INDUSTRY EXPERIENCE:

Advertising, Automotive, Banking, eCommerce. Worked with large and small brands such as Citibank, 7-Eleven, Papa Johns, LabCorp, Soccer.com, and the list goes on.



## WORK EXPERIENCE:

**SENIOR VISUAL DESIGNER**  
GLOBANT, NC (FORMERLY POINTSOURCE)  
July 2014 - Present

**DIRECTOR, CREATIVE SERVICES - UI UX**  
RoundBuzz, NC  
2012 - 2014

**SENIOR INTERACTIVE MEDIA DESIGNER**  
MicroMass Communications, NC  
2011 - 2012

**SENIOR INTERACTION DESIGNER**  
The Martin Agency, VA  
2010 - 2011

**INTERACTIVE ART DIRECTOR-DESIGNER**  
Doner Advertising, MI  
2004 - 2010

**ART DIRECTOR-DESIGNER**  
Campbell-Ewald, Advertising, MI  
2000 - 2004



## PROCESS:

I always start off asking questions. For example. What is the problem we need to solve? Who are the users? Next is to identify features and prioritize. Often features are identified and prioritized through workshops. After priorities have been established along with a timeline, work can begin. Work starts off with co-designs with the team. Results from the co-design sketches, wireframes can be built, prototyping, and testing. Testing often results in modifying the wireframes. Visual design and development are part of this process from the start. This process is fluid and ever evolving with the team to produce the right solution.

## METHODS USED:

Adobe Creative Suite, Sketch, Invision, Principle, Figma, wireframes, pencil & paper to quickly flush out ideas, and more. Working directly with stakeholders & decision makers. Leading design efforts, collaborating with everyone involved in the project, helping to support & mentor the team.



## EDUCATION:

College for Creative Studies, Detroit Michigan, 1998

With over a decade of professional Design experience I have learned a lot. Always evolving and learning. Blessed to have work with so many great people, projects and clients. Here are few testimonials.

Paul's attitude is fantastic, even in the face of significant changes that came with the acquisition of PointSource by Globant. Paul cares deeply about his teammates and takes his role as a Senior seriously, knowing that his own positive attitude and focus on the work sends messages of optimism and stability to the team. He's a creative powerhouse with experience in branding, UX, visual design, animation, and illustration. If asked to stretch beyond, into a new technique or tool, he'll be honest about a skill gap and then dig in and slay it anyway.

Paul's workspace is an extension of his creative mind and spills over with his own character sketches and doodles. In fact, at PointSource/ Globant his desk became an official stop on tours of the office. He slips his drawing and animation skills into projects whenever possible, and used the office chalkwall as an outlet during downtime. Makers gonna make!

Witnessing Paul's commitment – to his teams, clients, work product, and to his own growth has been a highlight of my time as a team leader.

**Paul is all in.**

- Kristin McPeak, Design Operations Director, Globant

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Paul is a creative powerhouse. He is a proven, passionate & dedicated "doer" that takes pride in the work that he does. Every project he takes on he tries to make it his best yet, & after as long as he's been designing, his bar is pretty damn high. Paul continually pushes himself to grow & learn which is imperative to staying relevant in the design industry. With his experience, his insights into product direction & building client relationships, & his creative thinking, Paul is a rare & refreshingly Awesome designer that I would love to be able to work with again &

**know that wherever he is, Kick Ass Designs will be there too.**

- Jay Moore, Creative Director, Globant

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I managed Paul directly at RoundBuzz. Paul is a very special talent. He combines unbelievable UI/UX skills with an understanding of what the brand is trying to convey and delivers this in an exceptional product experience. Paul consistently delivered incredible output that exceeded my expectations and delivered a world class product. Paul constantly exhibited a "can do" team attitude that was galvanizing for the other team members and drove them to higher levels. I have a great deal of respect for Paul's talents and can

**highly recommend Paul to any company that is looking for a true leader in the area of UI/UX development.**

- John Orlando, Chief Marketing Officer, Endurance International Group

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Paul embodies the word "passion" and his dedication to his craft is apparent every single day. He strives to understand the meaning behind his work and it results in a phenomenal product that not only appears aesthetically pleasing

**but well-thought from a user perspective.**

- EVP, Chief Digital Officer, DDB U.S

**Read more testimonials**



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