

# MICHAEL J PAULUS

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I am a Front-end Designer with 20+ years experience in UI design and front-end development. I specialize in the delivery of user-focused experiences and progressively enhanced design patterns. I am confident in solving complex challenges that creatively unify strategy, information architecture, and brand with responsive web design and UX.

My proven leadership and planning skills are manifest in the teams I have built and the intricate simultaneous projects we are able to complete on time with a focus on quality work and collaboration. With two decades of experience, I am able to help team members grow their UX design skill set across information architecture, interaction design, visual design, user research, prototyping, and front-end development.

## SKILLS

- UI/UX Design, Illustration, Branding
- Rapid prototype development ( Sketch+Craft+Invision )
- Web & Mobile Development ( xhtml, css/scss, javascript, WordPress/WooCommerce, Magento, Ionic Framework )
- Email design and template development ( MailChimp, Campaign Monitor, ExactTarget, Constant Contact, Bronto )
- Platform Experience ( Adobe Experience Manager, Google Analytics, BazaarVoice )
- Lean UX and Agile Methodologies
- Leadership and Management training with Business of People

## EXPERIENCE

### **Rogue Fitness / UX Manager { 2011 – present }**

Responsible for the enhancement of customer satisfaction and loyalty by improving the usability and performance of Rogue's digital products. Lead a team of UX/UI designers and developers to create experiences for customers within multiple interaction channels. Responsible for defining the architectural strategy for front-end technologies and evangelizing that technology across the front-end team and Rogue as a whole. Responsible for developing a best-in-class user-focused solution leveraging the latest in web development technology. Provide leadership, direction, and implementation on technical projects that affect all consumer brand e-commerce sites.

### **Deploy Creative / Creative Director { 2006 – 2011 }**

Managing the design, development, and deployment of online brands, cms driven corporate intranets/extranets and e-commerce solutions, mobile applications, custom WordPress development, email, and web-based marketing campaigns and custom web-based video management solutions.

### **Hart Associates / Senior Interactive Designer { 1997 – 2006 }**

Creative lead for all digital media based projects. Responsibilities included interface design and integration, site management, development of flowcharts, art direction for digital projects, CD-ROM authoring, and testing.

### **Gotcha Media, Inc. / Graphic Designer { 1997 – 1999 }**

Responsible for all creative design and development of digital media projects, including interface design and integration of content on Web sites, CD-ROM's, and kiosks.

## EDUCATION

Bowling Green State University, Bowling Green, OH ( Bachelor of Fine Arts in Graphic Design - 1997 )