

## Paul R. Novak

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(612) 968-9865

Hey I'm Paul, a graphic and interactive designer who's interested in building brands and digital experiences with great people.

## Work Experience

OCTOBER 2019 - PRESENT

### Halftone Digital, Creative Director

- Working as an embedded member of Medtronic's Pelvic Health and Neuromodulation teams building the creation and maturation of the team's UX patterns and strategies, documentation, and visual design systems
- Developed a practice of testing early and often using interactive prototypes — leading to improved UX across a suite of software applications and therapies delivered to patients, clinicians, and on-site representatives
- Collaborating with product stakeholders to use UX flows and interface prototypes to define feature scope and harden system design decisions

AUGUST 2018 - OCTOBER 2019

### Rocket 55, Senior Designer

- Designed websites for a large variety of clients both locally and nationally
- Worked directly with clients to establish project goals, and timelines, presented sitemaps, wireframes, and designs during many touchpoints throughout projects
- Worked within W3C accessibility guidelines, making choices and considerations for both the design & development sides of projects

MAY 2016 - JULY 2018

### Design Center Inc., Designer

- Designed several applications and digital tools that helped transition a variety of B2B distributed sales forces from more traditional means to contemporary iOS and tablet-based solutions
- Worked with company leaders and project managers to develop project features, scope, timelines, and concepts for future releases, and collaborated on feasibility with developers while never penalizing the user

MAY 2011 - MARCH 2016

### Target, Interactive Designer (CONTRACT)

- Designed a variety of tools for internal teams across different disciplines and needs including an interactive experience that encourages employees to get preventative medical care and rewards them for doing so
- Worked with a small team to transition Target's internal print magazine to a responsive web-based experience
- Redesigned and updated the mobile application used for all company-wide meetings, as well as helping to manage the content and push updates to relevant users

FULL PORTFOLIO AND REFERENCES AVAILABLE UPON REQUEST

## Skills

UX / Product Design

Interaction Design

Prototyping

Usability Testing

Information Architecture

Typography

## Tools

Figma

Adobe Suite (Ai, Ps, In)

Keynote

ProtoPie

HTML & CSS

## Education

AUGUST 2007 - MARCH 2011

### Art Institutes Int'l MN,

Minneapolis, MN

Bachelor of Science degree in Graphic Design

- Best in Show in Graphic Design: Winter 2011

2018

### IDEO.org / Acumen

Introduction to

Human-Centered Design

## Teaching

SEPTEMBER 2023 - MAY 2025

### University of Minnesota,

St. Paul, MN

Adjunct Instructor

Classes taught: Interaction Design and Web Design