PAUL BUTCHER

USER EXPERIENCE ARCHITECT

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EDUCATION

Chemical Engineering
Cleveland State University
2012-2014

Computational Neuroscience
The Ohio State University
2010-2012

REFERENCES

Chelsea Hunt
Senior UX Architect
TBG
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Mathis Zimmerman
Head of US Collaborations
Siemens Healthcare
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Mike Nadolski
Director | Sales & Events
Lago Custom Events
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PLEASE REQUEST
BEFORE CONTACTING

PROFESSIONAL STATEMENT

I do not believe that creativity and pragmatism are mutually exclusive. In order to solve the world's fundamental problems -sustaining our planet and improving the quality of life for all people- *insightful connections between new technologies and human biology are necessary.* My expertise, competencies, and ability to contribute lie in making these connections.

WORK EXPERIENCE

May '18 - Present

UX ARCHITECT · DIGITAL STRATEGIST TBG

Discovery and iterative evaluation of project specifications, goals, and requirements · Strategic consulting and roadmap creation/prioritization · Personalization and optimization strategies, implementation, and evaluation of UX readiness · Information architecture and content migration/development planning · Stakeholder/User research planning and execution · UX wireframing, design review, and technical collaboration · Analytics and SEO consulting · Travel and contribution to new business pitches, co-design labs, and large deliverable presentations

Achievements: Create, document, and implement a company-wide design system · Automate the content inventory deliverable using VBA in Excel (~16 hours saved, per inventory) · Create, document, and implement a standardized measurement framework for personalization efforts

March '17 - April '18

UX DESIGNER · FRONTEND DEV 42CONNECT

Create UI/UX frameworks and designs for small and large scale websites and apps · Produce HTML, CSS, PHP, and Javascript · Produce and maintain eCommerce websites · Create and customize Wordpress themes · Create wireframes for internal and client review · Create design comps for websites, mobile, email, and digital marketing needs · Work closely with Project Manager and Account Executive to understand the project, provide input for estimating, and provide ideas/solutions to help achieve the project goals · Maintain brand standards (voice, color, typography) for established clients

USER EXPERIENCE DESIGN

USABILITY TESTING

ITERATIVE PROTOTYPING

WIREFRAMING

HTML · CSS

JAVASCRIPT · PHP

ADOBE CREATIVE SUITE

SKETCH · ZEPLIN

INVISION

GOOGLE ANALYTICS,
ADWORDS, & SEARCH
CONSOLE

DATA ANALYSIS

EXPERIMENT DESIGN

CLIENT RELATIONS

AGILE · JIRA

VERSION CONTROL (GIT)

ANGULAR · REACT

WORDPRESS

SHOPIFY (LIQUID)

GULP · SASS

NODE · REST

PAGE SPEED OPTIMIZATION

SEO

SOCIAL

f

facebook.com/paul.butcher.7982

pdbtrain92 | spotify.com

goodreads.com/pdbtrain92

March '14 -
May '18

FOUNDER + CEO   GRO DESIGN

Build beautiful, functional, & user-optimized websites that give small businesses a competitive advantage · Work directly with owners and stakeholders to determine the goals & requirements of their business · Build and implement bespoke solutions using internet-based technologies · Oversee the research, development, and implementation of small business strategies that reduce the complexity, cost, and risk to client business' operations · Delegate internal and client-side responsibilities among GRO, contractors, and third-party services to offer the highest value and lowest cost to our clients, partners, and GRO

SELECTED WORK

MATHEMATICA   FULL-REDESIGN

Mathematica tasked the UX team at The Berndt Group (TBG) with guiding their reposition from a policy research organization into the consulting vertical. I spent four months conducting stakeholder interviews, heuristic analyses, A/B tests, card sorts, moderated usability interviews, persona and KPI workshops, and a full content inventory. From there, I distilled all of the findings into a product vision and roadmap to guide their digital transformation. A full overhaul of their information architecture (Phase 1) was directed by my creation of personas, user flow diagrams, and a new, robust taxonomy that heavily leverages contextual content and personalization for wayfinding. Each page type is currently being redesigned (Phase 2) to take full advantage of the research conducted. Wireframes, annotations, content type definitions, and requirements documentation are being delivered with direct reference to the product vision roadmap, to ensure consistency throughout the year-long redeisgn.

MOEN MERCHANDISE MART   IOS APPLICATION

Moen tasked the team at 42connect with developing an application for sales consultants to easily guide their customers into planning projects of all sizes with their kitchen and bath products. Upon aquiring The House of Rohl and its six subsidiaries, Moen's challenge to us was two-fold: use human-centric design to create an inspiring experience that achieves several functions for the user, and create a brand agnostic template that could be used for each brand's design standards and unique data sets. I designed every pixel of this application, taking into account myriad end-user personas, wide variations in data formats/content, and iterative feedback from more than a dozen stakeholders representing multiple companies.

LAGO CUSTOM EVENTS   WEBSITE | LAGOCUSTOMEVENTS.COM

Lago Custom Events tasked me with effectively designing and developing a website that represents a we-do-it-all approach to bespoke events, creatively displays their many beautiful spaces, and communicates complex processes easily to the end-consumer. The site required multiple content managers to keep up-to-date, so the usability of the CMS required equal scope to the consumer-facing site. Conversions are their measure of success. I was responsible for the discovery, design, development, and implementation for this project. Results: 18% conversion rate site-wide; >$2M in bookings from site within 12 months of launch