

Paul Dierksheide

Design Systems & Product Designer

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Education

College of Charleston, 2020
Honors College
Charleston, SC
B.A. Computing in the Arts
Concentration in Digital Media

University of Hertfordshire 2018
Hatfield, UK
Semester-long exchange program

Skills

Design

Figma
Design systems
Generative UI
Adobe CC
Mobile
Interaction design
Information architecture
Wireframing

Development

HTML
CSS
Python
Processing
Javascript

Experience

Lead Product Designer at Target 2023+
New York, NY (Remote)

- Scaled design system adoption to 900+ repos across Target's enterprise – the first fully designed system in company history
- Increased adoption of new system using expertise in product branding and marketing

Sr. Product Designer at Cvent 2020-2023
Tysons Corner, VA

- Built the design system that powered the build of the fastest growing product in Cvent history - generating \$100M in its first year
- Led design for the first fully digital events experience in the wake of COVID-19

Visual Design Intern, UX at Cvent 2019
Tysons Corner, VA

- Contributed to Cvent's first design system through iconography, illustration, and brand identity

Digital Media Intern at CHStoday 2019
Charleston, SC

- Designed graphics, wrote content, curated social media posts

Awards

Adobe x Airbnb Creative Jam 2020
Remote

- Designed winning mobile prototype out of ~360 international teams