BRIAN PAEK

A designer & advocate for
human centered design

brianpaek.com

TECHNICAL SKILLS

Adobe Analytics
After Effects
Axure
Contentsquare
Figma
HTML/CSS
Illustrator
InDesign
JustInMind
Lua
Photoshop
UserTesting
XD

EDUCATION

BFA in Graphic Design
The Art Institute of Seattle
Seattle, WA / April 2008

Associate of Arts
Shoreline Community College
Shoreline, WA / December 2005

EXPERIENCE

16 yrs of UX & product design
10 yrs of team management
8 yrs of app development
4 yrs of motion graphics

A LITTLE ABOUT ME

I enjoy being creative and I always look forward to learning new things. Outside of the workplace, this passion has led me to launch successful mobile apps and console games, and transform my art into physical products. One of my goals is to publish a children's book.

PROFILE

I am a designer dedicated to crafting experiences that **focuses on the customer** while meeting business goals. I get excited about customer insights, data, and enjoy **testing into my assumptions**. For me, **it's okay to be proven wrong** as long as we **learn as a team** and leverage that information to **make data-driven decisions**.

EMPLOYMENT HISTORY

Senior Design Manager
Microsoft, Redmond, WA / March 2018 – Present (6y 4m)

- Create designs to support key initiatives for the Microsoft.com online store through wireframes, high-fidelity comps, and interactive prototypes.
- Facilitate brainstorm sessions and collaborate with stakeholders as well as cross-team partners to get new perspectives and ideas that help influence projects and solve complex problems.
- Provide consultation, usability test ideas, and designs to the experimentation team in order to improve online experiences.
- Lead and mentor a team of designers by providing guidance and feedback to ensure the team is operating in good health.

UX Design Lead
Microsoft, Redmond, WA / April 2012 – March 2018 (5y 7m)

- Managed a team of designers and copy writers to redesign and launch websites throughout Microsoft (including AI, MakeCode, and Women in Business Technology) in collaboration with stakeholders.
- Presented progress and designs in close communication with key stakeholders.
- Created user flows, page flows, information architecture structures, and defined user scenarios.
- Researched and interpreted analytics data to make data-driven decisions for designs.
- Coordinated with engineers to ensure that designs are translated smoothly and accurately into the development build.

UX Designer
Microsoft (Filter LLC), Redmond, WA / April 2008 – April 2012 (4y)

- Designed wireframes and workflows for the interactivity of the user experience.
- Planned and designed various layouts of pages within MicrosoftStore.com.
- Produced graphics for MicrosoftStore.com, including category page banners and ads.
- Processed product imagery for new products being added to the assortment.
- Reviewed banners, product imagery, and designs created by the design team.

Graphic Designer & Motion Graphics Freelancer
SalonSense Media, Seattle, WA / April 2008 – October 2010 (2y 6m)

- Created graphics and motion graphic clips for TV displays within Desert Tanning Salons.
- Designed print work for the promotion of SalonSense Media.

Graphic Designer & Motion Graphics Artist
Screaming Flea Productions, Seattle, WA / September 2006 – April 2008 (1y 7m)

- Developed graphics and animations for a variety of TV shows.
- Designed logos and animated intro sequences for TV show demo reels.
- Worked on explanatory graphics for several TV shows including, Gardening By The Yard (HGTV), Have Fork Will Travel (Food Network), and Three Sheets (Mojo).