

# PAUL HEINTZ

UI /UX

Interactive Art & Creative Direction

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## Work Experience

**Design Director** 2013 - 2015

mSTONER INC *Chicago, IL*

Lead on responsive design template suites employing mobile first strategy and best practices for Higher Education clients and services. New logo and branding design, as well as seamless integration into existing design systems for print and interactive.

**Interactive Art Director** 2011 - 2013

HUBBARD ONE / THOMSON REUTERS *Chicago, IL*

Achieve client needs through innovation and better UX/UI design and strategy. Discover new technologies to create better user experiences. Maximize team cohesion and efficiency.

**Senior Front-End Web Designer** 2001 - 2011

PEAPOD LLC / ITEMMASTER.COM *Skokie, IL*

Develop and design email marketing content, microsites, logos, print marketing materials. Ensure ideal UX/UI best practices. Designed Mobile App interfaces and user experience for critical e-commerce transactions.

## Freelance Experience

**Creative Director** 2005 - Present

CLANDESTINE WEB *Chicago, IL*

Lead creative direction for web solutions, specializing in UX/UI, print design, logo design, email marketing, brand design, SEO, wireframes, consulting and content implementation & maintenance.

**Graphic Design** 2007 - 2009

KEEL LABS *Chicago, IL*

Created websites from the ground up, including all UX/UI and web optimization for various small businesses.

**Graphic Design** 2006 - 2007

ARS INTERACTIVE *Hoffman Estates, IL*

Developed web and graphic design for various campaigns for companies such as Sears and Kenmore. Created banner ads and Flash storyboards.

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## SOFTWARE AND APPS

PHOTOSHOP | ILLUSTRATOR | PRO-TOOLS | LOGIC PRO |  
INDESIGN | UX PIN | NOTABLE | GATHER CONTENT |  
ADOBE EDGE ANIMATE

## ABILITIES

GRAPHIC DESIGN, UX, UI, INTERACTIVE DESIGN, WEB SOLUTIONS, WEB BROWSER AND EMAIL CLIENT COMPATIBILITY, MOBILE USER INTERFACE AND DESIGN, BRAND AND LOGO CREATION, CREATIVE THINKING, CONTENT STRATEGY, CREATIVE INTERACTION, PROJECT MANAGEMENT, PERSONNEL MANAGEMENT, TEAM BUILDING, TEMPLATE CREATION AND MODIFICATIONS, ATTENTION TO DETAIL, PRAGMATIC SOLUTIONS.

## Education

Bachelor of Science: Speech Communications

Minor in Film Criticism

Specialization in Graphic Design

UNIVERSITY OF ILLINOIS *Urbana-Champaign, IL*

## Outside the Box

*Humble Facilitator of Tones* - Creator of the "space motown" genre and national touring music group integrating computer technology and video.

*Director A/V Xplo* - Manage and organize ongoing live music and visual arts parties at various venues and cities.

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*References available upon request.*



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