

PAUL MIROCHA

425 E. 17th Street, Tucson, Arizona 85701
(520) 343-0090 - paul@paulmirocha.com

PROFESSIONAL SUMMARY

A **multi-skilled designer** with decades of experience and strong visual skills in graphic design, web, illustration, and digital imaging. A Masters degree in User Experience (UX) Design adds a focus on users' needs, underlying structure, and business strategy. Promoting creativity and Human Centered Design within an organization; creative and inventive, a keen observer and researcher, seeing new possibilities and alternatives; an energetic, self-directed learner, empathetic and communicative, works well independently as well as on teams.

SKILLS

- Adobe Photoshop, InDesign, XD
- Balsamiq, Sketch, Omnigraffle, etc
- Drawing and sketching ideas
- Wireframing and flow diagrams
- User research and UX design
- Wordpress web development
- Digital illustration & image editing
- Project management

ACCOMPLISHMENTS

- Successfully orchestrated many complex commercial projects from idea, to sketch, and final rendering while meeting clients' goals.
- Operated a successful design and illustration business.
- Arizona Commission on the Arts, Research and Development Grants, 1998, 2015.
- Years of visualizing complex ideas and data for school textbook publishers.
- Illustrated over 25 nonfiction picture books for children and adults.
- Initiated and developed an innovative Art/Science drawing course with a team of other teachers.

WORK HISTORY

1991 to Current

Design Consultant

Paul Mirocha Design – Tucson, AZ

- Create super-realistic digital illustrations for publishers, museum exhibits, and commercial food packaging.
- Develop, design, and manage digital & offset printing of brochures, booklets, magazines, posters, and books.
- Design website layouts, templates and unique branded looks.
- Assist clients with design/business strategy, user research, and UX design for web sites and print products.

2012 to Current

Artist In Residence

University Of Arizona, College Of Science – Tucson, AZ

- Desert Laboratory on Tumamoc Hill, Designated Campus Colleague.
- Develop a collaborative art/science program resulting in exhibits, journal articles, and an art/science field drawing course.
- Develop user flows, UI design for Tumamoc Tour mobile app

12/2016 to 03/2017 **UX/UI Designer**
The Science Of Baseball / Educational Training & Research – Tucson, AZ

- As UX and UI designer, coordinated project requirements, communicated with developers and clients in creating UI for a math gaming app for middle school user testing

01/1980 to 03/1991 **Senior Graphic Artist**
University Of Arizona, Office Of Arid Lands Studies – Tucson, AZ

- Supervised in-house designers and contractors, managed budgets, deadlines, and quotes from vendors.
- Designed and produced a wide variety of graphic products, including maps, technical illustrations, printed brochures, posters, publications, and exhibitions.
- Supported grant-funded research using design to sell ideas to government and corporate funding agencies, document projects, and educate scientists and public on issues facing arid environments.

EDUCATION

2017 **MS: UX Design**
Kent State University, School Of Information - Kent, Ohio

- User research, in-person and remote
- Usability testing
- Information architecture
- Interaction design
- Content strategy

2015 **Web Design/Interaction Design I And II**
Pima Community College - Tucson
No degree

1978 **BA: Fine Art With Minor In Biology**
University Of Minnesota - Minneapolis, MN

- Senior honors thesis: solo art exhibition.

PORTFOLIO LINKS

Graphic Design & Illustration: paulmirocha.com

UX Design: paulmirocha.design

Tumamoc Hill blog: tumamocsketchbook.com

LinkedIn: linkedin.com/in/paulmirocha

CONTINUING EDUCATION

- Member, *Interaction Design Foundation (IDF)*, 2018-
- Certification, *The Human Centered Design Course*, IDEO.org, 2019