



PAUL MIROCHA

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425 E. 17th Street, Tucson, Arizona 85701

PROFESSIONAL SUMMARY

A multi-faceted designer with decades of experience and strong visual skills in graphic design, web, illustration and image creation. A user experience (UX) designer passionate about design-thinking and human-centered design. Creative and inventive, a keen observer and researcher, seeing possibilities and alternatives; an energetic, self-directed learner, empathetic and communicative, works well independently as well as collaborating on design teams.

SKILLS

- Expert in Photoshop, InDesign
- Illustration and deliverables
- Drawing and sketching ideas
- Wireframing and flow
- User research and UX design
- Wordpress development
- Presentations & writing
- Project management

ACCOMPLISHMENTS

- Arizona Commission on the Arts grant, 2015
- Operated successful design and illustration business
- Successfully orchestrated complex commercial projects from idea, to sketch, and final rendering meeting clients' goals.
- Illustrated over 25 books for children and adults

WORK HISTORY

DESIGN CONSULTANT 1991 to CURRENT

Paul Mirocha Design | Tucson, AZ

- Create super-realistic digital illustrations for science picture books, museum exhibits, and commercial food packaging.
- Develop, design, and manage the 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

ARTIST IN RESIDENCE 2012 to CURRENT

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 interdisciplinary field drawing course.
- Develop user flows, UI design for Tumamoc Tour mobile app

UX/UI DESIGNER 12/2016 to 03/2017

The Science Of Baseball / Educational Training & Research | Tucson, AZ

- As UX and UI designer, coordinated project requirements, communicated

with developers and clients in creating the testing version of STEM math gaming app.

SENIOR GRAPHIC ARTIST

01/1980 to 03/1991

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 selling ideas to government and corporate funding agencies, document projects, and educate scientists and public on issues facing arid environments.

EDUCATION

MS | UX Design

2017

Kent State University, School Of Information, Kent, Ohio

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

Web Design/Interaction Design I And II

2015

Pima Community College, Tucson

No degree

BA | Fine Art With Minor In Biology

1978

University Of Minnesota, Minneapolis, MN

- Senior honors thesis on art/science, with solo exhibition.

PORTFOLIO LINKS

Graphic Design & Illustration: paulmirocha.com

UX Design: paulmirocha.design

Tumamoc Hill blog: tumamocsketchbook.com

Linkedin: linkedin.com/in/paulmirocha

AFFILIATIONS

- Member, Interaction Design Foundation (IDF), 2018-
- IDEO.org/Acumen, Human Centered Design course, 2019