

# LUKE PAXTON

---

20 CRESCENT LANE, SUDBURY, MASSACHUSETTS 01776  
(816) 807-9072 | lpaxtonux@gmail.com | WWW.SQUAREMILEUX.COM

## SUMMARY

Talented User Experience Designer and Information Architect with a proven track record in combining business goals, user stories, and analytics, resulting in amazing web and mobile applications. Seven years of experience optimizing user engagements for brands such as Amazon, Build-A-Bear, Chobani, Hasbro, IBM, Philips, MAPFRE Commerce Insurance, McGraw Hill, and Vibram.

## DESIGNER'S TOOLBOX

- UX and UI Design
- Wireframing
- A/B, User Testing
- CSS
- Adobe Illustrator CC
- Google Analytics
- User Story Creation
- Requirements Definition
- Adobe Photoshop CC
- Adobe InDesign CC
- Prototyping
- Information Architecture (IA)
- HTML
- Adobe Dreamweaver CC

## EXPERIENCE

SQUARE MILE DESIGN, Boston, MA

2004 – Present

### UX/IA Specialist

- Manage in-house and offshore UX, UI, and Development teams.
- Manage and architect enterprise software, web, and mobile UX and IA development.
- Developed wireframes for web and mobile products.
- Design and develop web and mobile interfaces.
- Conduct business goal evaluations and user research.

AMP AGENCY, Boston, MA

2012 – 2015

### Director of User Experience (2013 – 2015)

- Client-facing voice of UX, participating in business pitches and client-facing meetings.
- Managed in-house and offshore UX, UI, and Development teams.
- Managed and architected enterprise software, web, and mobile UX and IA development.
- Developed in-house tools to conduct user research and UX auditing.
- *Notable Clients/ Projects:* Amazon, Vantage Travel, Hasbro, McGraw Hill, Build-A-Bear, Philips.

### Senior UX Designer (2012 – 2013)

- Started the first UX -IA department for AMP Agency.
- Established best practices for UX-IA.
- Developed wireframes for web and mobile products.
- Worked with the New Business department on business pitches.
- Conducted user research.
- *Notable Clients/ Projects:* Hasbro, McGraw Hill, MAPFRE Commerce Insurance, Philips, Vibram.

GEORGE P. JOHNSON | EXPERIENCE MARKETING, Boston, MA

2012

### Senior Experience Designer

- The sole interaction/experience designer, working on touch screen gestures, motion sensors, NFC, and augmented reality experiences.
- Developed wireframes for web and mobile products.
- Worked on 3D experiential booth design using 3D Studio Max and Autodesk CAD.
- Worked on experiential booth graphics.
- *Notable Clients/ Projects:* IBM, AMD, Chobani, MeadWestvaco.

ZEO, INC., Newton, MA

2010 – 2012

**Senior Graphic Designer and UX/ IA Designer**

- The sole UX, IA, and graphic designer.
- Responsible for UX, IA, and design on the Zeo Sleep Manager App (both iOS and Android).
- Responsible for the UX, IA, and design for myZeo.com.
- Designed and developed packaging for the Zeo Mobile Sleep Manager and updated Zeo Bedside.
- Designed the Zeo Sleep Lab experiential booth for CES 2012.
- Updated and created brand guidelines for the Zeo Sleep Manager.

JSI, Boston, MA

2009 – 2010

**Graphic Design and Web Coordinator**

- Designed and developed graphics for non-profit websites.
- Developed small non-profit websites using Dreamweaver.
- Analyzed internal websites for productivity and clarity.
- Designed marketing collateral for charity events.
- *Notable Clients/ Projects*: Live Strong, Bill and Melinda Gates Foundation.

BAKED GOODS LTD ED SKATEBOARDS, Brighton, MA

2009 – 2010

**Owner/ Art Director**

- Managed marketing and sales of Baked Goods LTD ED Skateboards products.
- Managed in-house and offshore artists.
- Coordinated manufacturers for production items (skateboards and apparel).
- Worked alongside manufacturers on quality control for skateboard decks.

NEOSCAPE INC., Boston, MA

2007 – 2009

**3D Environment Artist**

- Produced high-quality marketing images and films for Fortune 500 companies.
- Worked with architects and developers on regional and global projects.
- Led periodic Tech Transfer sessions to share 3D techniques with team.
- *Notable Clients/ Projects*: The Blackstone Group, Microsoft, Google, CBS, Apple.

HNEDAK BOBO GROUP, Memphis, TN

2005 – 2007

**3D Environment Artist**

- Produced renderings and animations of small- and large-scale entertainment venues.
- Worked with architects in all stages of design.
- Designed, developed, and led Lunch & Learn sessions for in-house architects and designers to teach 3D visualization techniques.

**E D U C A T I O N**BS, Architectural Studies / Interior Design, Minor in Art, UNIVERSITY OF MISSOURI, Columbia, MO (2005)**P U B L I C A T I O N S   A N D   P R E S E N T A T I O N S****Students Teaching Professors** (2001 – 2005): Taught pipeline from AutoCAD through Video Game Level Design to University professors**Skills USA** (2002 – present): Designed competition assignments for local and state level Skills USA 3D contests