

Paige Doolin

EXPERIENCE

Visual & Brand Designer — Freelance

Seattle, WA

May 2022 - Present

Partnering with companies to develop beautiful visual identities, digital experiences, authentic brand campaigns, and more. I lead a strategic envisioning and design process that aims to align client teams while crafting unique and actionable Visual & UX Design solutions.

Clients: 686, Ron Finley Project, Nick Ahmed (MLB), Brandon Copeland (NFL), Sam Acho (ESPN), Brandon Coleman (NFL)

Senior Visual Designer — Blink UX

San Francisco, CA & Seattle, WA

June 2019 - May 2022

Worked fluidly alongside researchers, developers, and designers to envision, ideate, and build ideas that improve both product and human experiences for client teams and audiences of all sizes.

- Ideation and refinement of interaction models, wireframes, visual sketches, concept prototypes, and branding moments
- Helped lead in-depth client alignment workshops
- Applied research findings to refined concepts
- Developed advanced prototypes to accurately represent motion, interaction, and visual design concepts
- Built and maintained detailed design systems

Clients: The New York Times, Amazon Fresh, AWS, Microsoft, NASA, Pfizer, Tableau, Gesa Credit Union, Airbus, Edelman Financial Engines

Industrial & Brand Designer — Inboard Technology

Santa Cruz, CA

Nov 2014 - March 2019

Worked closely with industrial engineers to develop and maintain a core design aesthetic. From CAD modeling to marketing, I took on multiple design roles at Inboard that ultimately lead me to defining and closely managing the company's brand identity and digital presence.

CONTACT

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SKILLS & TOOLS

Visual Design
UX Design
Branding
Advanced Prototyping
Design Systems
Illustration
Design Workshops
Figma
Adobe Illustrator
Adobe Photoshop
Adobe InDesign

AWARDS

Best in Fintech, 2020

San Francisco Design Week
"Rethinking traditional financial planning for a digital world."

EDUCATION

BFA, Human Centered Design

Northern Michigan University
2010 - 2014