



PAUL DI MURRO
Product & Graphic Designer



UX case studies



/paul-di-murro-08479349



@uncubeddesigns



/paul.d.murro



416.433.9130

paul@uncubeddesigns.com

uncubeddesigns.com

+ EMPLOYMENT

- Present 2002** ● **Uncubed Designs**
Freelance Owner
» Custom stationery & branding for print & web
- Present 2022** ● **[24]7.ai**
Senior Web & Graphic Designer
» UX for stakeholders in the tech industry
» Creating animated video reels, digital assets, brand updates, product mockups, and tradeshow assets
- 2019+** ● **Husky Injection Molding**
Senior Graphic Designer
» Designs for stakeholders in the manufacturing industry
» Create landing pages, forms, email campaigns, print material, tradeshow booth assets, advertisements, product mockups, video editing, and animations.
» Automating form fills into CRM for Sales Leads
- 2017+** ● **Ingram Micro**
Creative Designer
» Designs for various vendors in the technology industry
» Created microsities, email campaigns, print material, e-books, advertisements, infographics, logos
» Lead presentations, create PowerPoint Decks
- 2013+** ● **Borgo Contract Seating**
Lead Marketing Director
» Web design
» Strategically implemented new technologies & design
» Revived the image/brand of a 30 year old business
- 2005+** ● **Direct Image Media**
Art Director
» Soccer italia & Soccer360 Magazine layout
» Web design / E-commerce / App design
» Create Promotional material / ads & direct mail pieces
- 1997+** ● **Coca-Cola**
Quality Control Lab Technician
» Tested sugar content, CO2 pressure, pH balance, & various other criteria keeping the measurements within specific yields

+ EDUCATION

- 2022** ● **Coursera UX / Product Design**
Course certificate UX Specialization
- 2002 2000** ● **Sheridan College (Oakville)**
Advertising Diploma

ABOUT

Whether in a team environment or working independently, I appreciate the balance between the structured execution of a client's marketing strategy, alongside the freedom of creative thinking to produce a successful campaign. These two criteria keep me interested in graphic design, leading me to the pursuit of the challenges in any project.

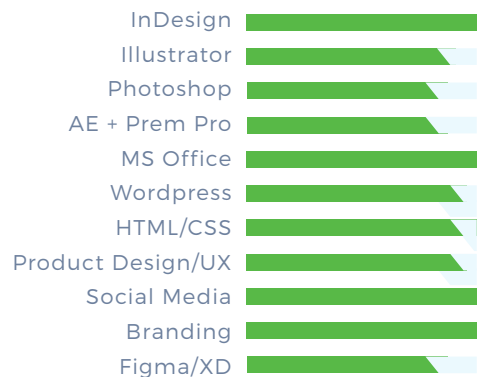
ACHIEVEMENTS

20+ years experience as a graphic designer.

A valuable contributor assisting York Region with emergency design and printing for the community health and services department.

Sole designer of two major world soccer magazines which have a readership of 40,000+ across North America & Europe.

SKILLS



PERSONAL SKILLS



INTERESTS

Drawing / Painting
Carpentry
UX / Web Design



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