

PAUL DIMURRO

SENIOR MANAGER, BRAND AND UX DESIGN

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| uncubeddesigns.com

Senior Brand and Web Manager with **20+ years** turning brand strategy into measurable results – **\$335,000+ USD annually in operational savings** across two roles, IPO-level design work, and digital experiences that scale. Expert at balancing the marketing vision with business impact by combining creative brand assets along side structured execution.

CORE COMPETENCIES

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|-------------------------------|--------------------------|-----------------------|
| - Brand Strategy & Identity | - UX/UI Design | - Full-Stack Websites |
| - Wordpress | - HTML/CSS | - Figma/Adobe XD |
| - Adobe Creative Cloud | - Pardot & Eloqua | - SEO & Accessibility |
| - Cross-functional Leadership | - Executive Presentation | - MS Office |
| - Digital Cost Optimization | - Creative Direction | - KPI Compliance |

WORK EXPERIENCE

SENIOR MANAGER, BRANDING & WEB UX/UI 2023 - Present

Provenir – Fintech & AI Decisioning Platform

- Cut **\$210,000+ USD** in annual operating costs by overhauling digital infrastructure – without compromising brand quality.
- Owned full-stack web management: UI/UX, content strategy, and technical execution across all brand touchpoints.
- Unified brand identity across web, email, and campaigns for a global fintech/AI audience.

SENIOR FULL-STACK WEBSITE MANAGER & GRAPHIC DESIGNER 2021 - 2023

[24]7.ai – Generative AI Customer Experience

- Developed animations and interactive assets that elevated brand presence across web and social.
- Delivered creative across marketing, product, HR, and executive channels - adapting tone and output to each audience.
- Managed full-stack web updates with a focus on performance, accessibility, and visual consistency.

SENIOR GRAPHIC DESIGNER & WEB MANAGER 2019 - 2021

Husky Injection Molding – Manufacturing

- Saved **\$125,000 USD** annually through digital process improvements and operational efficiencies.
- Led brand and website overhaul for **IPO preparation** – aligning all digital assets with investor-facing standards.
- Built customer UI kits for landing pages and email platforms, ensuring brand consistency across external channels

LEAD DESIGNER

2016 - 2019

Ingram Micro – B2B Technology Distribution

- Promoted to Lead Designer within **2 years** based on performance and strategic contributions.
- Built executive presentations that directly supported closing key enterprise clients.
- Became company-wide standard-bearer for visual messaging of a \$3B/year company; mentored two designers through major brand initiatives.

DIRECTOR OF MARKETING & STRATEGY

2013 - 2016

Borgo Contract Seating – Manufacturing

- Rebranded company to attract younger buyers while retaining legacy clients – balancing innovation with heritage.
- Launched redesigned website with modern SEO, updated security, and a client portal.
- Grew social media presence significantly through integrated digital strategy.

FREELANCE GRAPHIC DESIGNER

2004 - Present

Uncubed Designs – Select print and web projects

- 20+ years delivering brand, web, and print work for clients across tech, AI, and beyond.
- Sole designer for two leading soccer publications with a combined readership of 40,000+ across North America and Europe.

E D U C A T I O N

ADVERTISING DEGREE | Sheridan College

Oakville, Ontario | 2000 - 2004