Paul Davis

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EXPERIENCE

ZenBusiness
Austin, TX

Lead Formations & Compliance Designer   Aug '23 - Nov '24

- Owned **end-to-end design** for multiple projects, focusing on growth and core product features, including an **AI-powered meeting minutes tool** that increased user retention.
- Led the design of **an enterprise-grade business compliance product**, simplifying regulatory filings and generating **$500K+ in the first three months**.
- Designed an **events calendar** to improve user workflows, integrating compliance deadlines and AI-driven reminders.
- Established a standardized **two-column layout** across product hub pages to improve usability and consistency.
- Partnered closely with engineers to **ensure seamless implementation** of high-standard UI components.

Product Designer II   May '22 - Aug '23

- Led **sitewide navigation redesign**, boosting **conversion rates by 24.5%** and improving user onboarding experience.
- Conducted **user research and usability testing** to improve product adoption and refine design decisions.
- Spearheaded **multifactor authentication and social login features**, improving security and accessibility.

Product Designer   Nov '21 - May '22

- Led **A/B testing initiatives** that increased **revenue per visit by 122%** and improved **conversion rates by 18%**.
- Designed and optimized **SEO and growth-focused landing pages**, leveraging **data analytics** to refine design choices.
- Worked cross-functionally with marketing and engineering to develop **self-serve user flows** that reduced friction in customer onboarding.

HCB Health
Austin, TX

Art Director   Aug '19 - Nov '21

- Designed **enterprise healthcare applications**, ensuring regulatory compliance and intuitive UX for diverse user groups.
- Led UX research initiatives to refine **data-heavy dashboards and analytics tools** for pharmaceutical clients.

Genaro Design
San Antonio, TX

Design Intern   May '19 - Aug '19

- Developed **digital branding and marketing materials** for a public arts organization, enhancing audience engagement.

EDUCATION

Texas State University
San Marcos, TX

BFA Communications Design   3.84/4.0 GPA

- **Awards:** ComDes Exit Review Portfolio Award, Graphis New Talent Annual 2013 Gold

SKILLS

Figma, Sketch, Framer, Keynote, Adobe Creative Suite, GSuite, Outlook, Jira, Asana, SketchUp

Product Thinking, Interaction Design, Visual Design, Typography, Workflows, Prototyping, Design Systems, Storytelling, Usability Testing, Presentations, Illustration, Accessibility, Art Direction, Competitor Analysis, Storyboarding, 3D Design, Stakeholder Management