

## **Paul Reinhart**

### **UX ARCHITECT / PRODUCT DESIGNER**

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[www.paulreinhart.com](http://www.paulreinhart.com)

206.850.3955

More than 20 years of experience creating successful and innovative software products for Fortune 500 companies and startups. Takes ownership of creating cross-functional, cross-organizational teams with customers to identify, prioritize, and design solutions. Has demonstrated expertise as a very senior entrepreneurial and strategic thinker with the ability to interact with high-level contacts, both internal and external to the company.

Services include:

- UX Architecture
- Product Innovation
- Brand and CX development
- Product Brand and UI/UX Auditing
- Multi-disciplinary creative & design direction

#### **Paul Reinhart 2025 - Current**

*UX Lead / Principal UX Architect*

Cyber Security and IT Application Development Services

#### **Ordr\_ 2021 - 2025**

*UX Lead / Principal UX Architect*

Development of Security software applications.

[www.ordr.net](http://www.ordr.net)

#### **DomainTools\_ 2018 - 2020**

*UX Designer / Architect*

Development of security investigation software applications. Analyzed user requirements, worked across the organization to develop consensus on product (UX) direction, developed low-hi fidelity prototypes, patterns, interactions, visual design, design specifications, and UX architecture across a range of tools.

#### **Microsoft Global Services\_ 2017**

*UX Designer / Architect (Contract)*

Development of an integrated enterprise relationship management application for Microsoft Global Services including UX Front End for MSFT SAP implementation (Project Aurora). Analyzed user requirements and existing tools, developed UX architecture and medium fidelity prototypes, participated in user testing, created UX patterns spanning desktop to mobile.

#### **Socrata Open Data Financial Suite\_ 2016-2017**

*UX Designer / Architect (Contract)*

Development of an integrated framework and modern UI for several related Open Data SAAS financial applications. Conducted benchmark analysis, user research, problem definition, personas, user journeys, prototyping in medium and hi-fidelity, user testing/design iteration, and visual design.

### **Socrata Open Data Ingress Pipeline \_ 2016**

*UX Designer / Architect (Contract)*

Redesign of the Socrata Ingress, Data Wrangling, and Visualization Pipeline.

Conducted benchmark analysis, user research, problem definition, and prototyping in medium and hi-fidelity.

### **Microsoft Hololens \_ 2016**

*UX Designer / Architect (Contract)*

Developed improvements in the end to end Hololens developer experience, Hi-Level strategies regarding the organization of developer tooling, and concepts related to “In Hololens device” authoring. Details on this project are confidential.

### **Microsoft XBOX E2E Developer Experience\_ 2015-2016**

*UX Architect (Contract)*

Developed an analysis and plan for improving the end to end experience for Xbox Tier1 through Indie game developers. The analysis and improvements spanned initial market awareness, development pipeline tools, and publication. Conducted benchmark analysis, user research, problem definition, the formation of experience hypothesis, and prototyping.

### **Microsoft XBOX Developer Tools\_ 2015-2016**

*UX Architect / Designer (Contract)*

Designed an integrated game developer tool suite incorporating PIX, Xbox Console manager, and other related GPU, CPU, Kinect, and Network management tools. Conducted benchmark analysis, user research, problem definition, prototyping, user testing, and design iteration, and visual design.

### **Microsoft Magneto IT Pro \_ 2013- 2014**

*V-Team Lead / Creative Director / Designer (FTE)*

Development of unified IT Pro UX Patterns, Standards, and Guidelines. Formed and lead an agile UX cross-division V-Team that incorporated the majority of the IT Pro tools at Microsoft. The co-located team conducted benchmark analysis, user research, problem definition, the formation of experience hypothesis, prototyping in medium and hi-fidelity, user testing/design iteration, visual design, patterns, and guidelines of an IT pro design language. Results were deployed within products and in a reference site of patterns and practices.

### **IT Pro R&D\_ 2012**

*UX Lead / UX Architect (FTE)*

Researched and developed new UX approaches to managing complex IT pro products and services. Conducted user research, advanced prototypes, user models, brand, UI patterns and visual design standards and evangelization of their use. These standards and practices were successfully deployed in products including System Center, In Tune, and Windows Server 8.

### **Microsoft Server 2012 \_ 2010 - 2012**

*UX Lead / UX Architect (FTE)*

Designed Server 2012 UX as the next generation server management experience. Conducted benchmark analysis, user research, problem definition, persona and scenario development, prototyping in medium and hi-fidelity, user testing and design iteration, visual design, and production.

### **Amazon 2014**

*UX Designer / Architect (Contract)*

Amazon Source

Amazon Source is a new business for Amazon. As the sole UX support for this start-up responsibilities included product name and brand, UX architecture, UX design for phase 1, and Roadmap and Style Guide for further development.

Junglee.com and Amazon.in

As part of the International Expansion team, provided a range of strategic and tactical UX support including the refactoring of shopping flows and location settings across desktop, tablet, and phone mobile devices.

## **Prior to 2009**

### **NOKIA OVI Photo Sharing**

*UX Designer / PM*

OVI is Nokia's global social networking site. This project successfully launched the new photo-sharing section of the site.

### **Amazon Payments**

*UX Designer / PM*

Amazon Payments is a service offered by Amazon which includes online checkout, text pay, text buy, and other online and mobile payment services. This project successfully brought to market the site and mobile service.

### **InfoSpace Visual Search Products**

*UX Designer / Creative Director*

InfoSpace is an international search and wireless solutions provider. This project was an R&D initiative focused on search methods that could be distributed in the market on a viral basis. Three innovative viral search products were successfully developed and deployed online.

### **Café V**

*UX Architect*

Café "V" is a venture incubator project incorporating social networking sites and a network of physical cafes focused on accelerating the adoption of sustainable/green solutions. Full concept development and feasibility analysis were successfully developed for the venture firm.

### **ScreenPlay**

*Brand and Creative Director*

ScreenPlay is a provider of internet distributed video content and metadata for in-store environments. Accomplishments included brand development, creative and production management of in-store interactive programs for Harley Davidson, Disney, and other major brands.

### **Microsoft Global Support 2003**

*UX Designer / Architect*

The Metropolis project integrated 12 separate applications used by the Microsoft support division. A comprehensive UX style guide was developed that included architectural, visual design, and interactions.

### **WorldStream 2000 – 2002**

*Director - Creative and Production Services*

WorldStream provided fortune 500 companies with streaming and social networking products and services. Responsibilities included creative direction and management of the creative and production

services group.

### **Girvin Branding & Design 1998 – 2000**

*Director of Online, Interactive, Film & Television*

Girvin Branding & Design is a branding and design firm serving major international corporations with offices in the US and Europe. I grew the interactive division and successfully delivered film, interactive and online programs for consumer product and technology clients including P&G, Wells Fargo, and Microsoft.

### **Prior to 1998**

Prior to 1998, I was involved in film, industrial design, brand, urban design, real estate, and retail development. I was a) Co-Founder and Creative Director of Ilium Associates – an interdisciplinary design firm (disciplines included film, industrial design, brand, and architecture) b) co-founder of the Workshop for Community Projects – an Urban Design Firm, c) VP of Development at Safeco Properties - a mixed-use commercial real estate development company and d) Product/Creative Director for two retail store rollouts and Café Emporio concept a strategic planning project for Starbucks coffee.

### **ACADEMIC**

BA Product & Environmental Design: Sophia University (Tokyo) & Evergreen State College

MA Architecture and Urban Design: University of Washington

### **TECHNICAL SKILLS**

Working knowledge of HTML, CSS, JavaScript, Sketch, Omnigraffle, JIRA, TFS, Adobe Suite, Office Suite, Visio, Axure, Figma, and UXPin.