

# PAUL CHINETTI

University of Tennessee  
BFA - Graphic Design

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## PROFESSIONAL SKILLS

CLIENT COMMUNICATION

PROCESS MANAGEMENT

CUSTOMER SERVICE/RELATIONS

DESIGN RESEARCH

MENTORING/PEER DEVELOPMENT

FLEXIBILITY

REGULATORY EXPERTISE

RAPID PROTOTYPING

PRODUCT DESIGN

HUMAN FACTOR DESIGN

## WORK EXPERIENCE

2019 - PRESENT

### ACHIEVE INTERNET | SENIOR LEAD UI/UX DESIGNER

- As a Senior Lead Designer for Achieve I create and manage the organization's visuals, including the layout of brochures, product briefs, the website, and other products. I collaborate with other artists and delegate work amongst a team of designers. I meet deadlines while working quickly and accurately, and managing others.
- Lead a team of Junior Designers.
- Lead UI/UX design for an external international team for a new product design and launch.
- Work through multiple UI/UX problems including large product catalogs, multi-tenancy, and onboarding.
- Product development - road maps, strategy, research, and design - including branding.
- Work on internal marketing projects, including new presentation models, internal moral projects such as t-shirts and stickers.
- Gather feedback from multiple stakeholders and compile into actionable design and development items.

2013 - 2019

### JACK HENRY & ASSOCIATES | WEB DESIGNER

- Designed responsive banking websites, to meet financial institutions (FIs) websites business goals while increasing usability for their customers.
- Presented work to internal team and to external clients.
- On average I created 10-12 unique responsive websites at a time.
- Supported team member development through providing real-time design reviews, critiques and implemented best practices related to productivity and work flow.
- Discussed current design trends and integration into our work.
- Collaborated with a team of project managers, developers and designers in the implementation of the companies strategic business development plan.
- Facilitated easier marketing of FIs products to increase customer awareness of their offerings and increase sales of those offerings.

2010 - 2013

### COL. LITTLETON INC. | ART/CREATIVE DIRECTOR

- Managed creative production company's annual catalog, including art direction, increased circulation of catalog by 30,000 in two and a half years. Oversaw press inspections.
- Art Directed product photo shoots, organized and managed work flow, controlled budgets in order to efficiently meet tight deadlines.
- Lead designer of company website redesign, including UX/UI, saw an immediate increase in site speed, page views and time spent on site.
- Acted as lead for multiple projects with responsibility for mentoring, developing and acquainting junior team members with the changes and system updates related to project implementation.
- Lead development of e-marketing, printed and retail collateral design and signage.
- Developed package designs for retail and wholesale products.

2010

### CHERRY HEART MUSIC | DESIGNER

- Design and layout, promotional packets for artists and events.

2008-2009

### BLAST PANEL | DESIGNER

- Design themed, templates for location based advertising.

## PASSIONS OTHER THAN DESIGN

FPV Quadcopters  
Aerial Photography

Part 107 Pilot  
Woodworking

Working Out  
Gardening/Bonsai