

PAUL CAPILI

graphic design  
art direction

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# P / C ∇ P

## OBJECTIVE

To secure a design position that will utilize my conceptual and technical skills.

## SKILLS

Adobe Creative Suite CC  
User Research  
Printing Production  
Brand + Marketing Strategy  
Art Direction  
Styling

## ACHIEVEMENTS

Top 22 of 100 of 2012 on  
Deline.com  
2011 AAU Spring Show Entry

## REFERENCES

Available upon request

## EDUCATION

Academy of Art University, School of Graphic Design  
79 New Montgomery, San Francisco, CA 94105  
Bachelor's of Fine Arts, Graphic Design—May 2012

## EXPERIENCE

Zendesk – User Interface Designer  
1019 Market Street, San Francisco, CA 94103  
May 2014 – Present

Designed the brand guide website that allowed the company to be aligned with the Zendesk brand. Revamped the typographic and layout style of the quarterly Benchmark Report that garnered downloads and views. Worked on a recruiting website for the product design team alongside the company wide recruiting page and was involved in conception, art direction, specs, deliverables for the project. Involved in environmental graphics for our offices space and also trade show booths.

Pickwick & Weller – Lead Visual Designer/Art Director  
300 Brannan St. Suite 300, San Francisco, CA 94107  
April 2013 – May 2014

Practiced rapid prototyping of the website for usability testing purposes to help shape the design and functionality. Translated the desktop shopping experience to a seamless mobile experience. Designed on the Tee Shop (showroom that allowed customers to try on the shirts) from the environmental graphics, video collateral, print, to the shopping experience. Conceptualized and executed various ideas to increase brand awareness from events, microsites, video sizzles, mailers, and social media. Art directed multiple photo shoots + video shoots to better sell the garments and tell the brand's story.

Rockmelt – Visual Designer  
800 California Street, Mountain View, CA 94041  
May 2012 – April 2013

Encouraged the CEO to shift the rebranding work in-house and worked closely with the head of design to complete the rebrand. Responsible for creating the website from conception, user experience, and the design. Which transitioned into applying the visuals aesthetic of the brand onto the product to help appeal to a younger audience. Worked closely with the product team to ship out the new look and feel of the iOS app.

Riverbed Technology – Junior Graphic Designer  
199 Fremont Street, San Francisco, CA 94105  
July 2011 – April 2012

Worked on internal branding for the different branches of the company from logo design, banners, apparel, case studies, websites, event collaterals, and other applications.

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résumé  
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