paolo j duarte

Product Designer

experience

GAP INC - San Francisco, CA

Product Designer | Nov 2020–present
- Responsible for the in-store POS app experience for all portfolio brands (Gap, Banana Republic, Old Navy & Athleta). Own entire design process from ideation, refinement, polished prototype, testing, final UI and handoff for all features.
- Key features launched include new Rewards program, Loyalty App integration, and Canada app release in both English and French.
- Visual advisor for Design Systems team. Duties include inspecting and updating new and existing components to be pixel perfect before development.
- Lead designer for Gap Inc's metaverse endeavors that include creative direction for NFTs, online communities and partnerships.

GAP - San Francisco, CA

Web Designer | Nov 2018–Nov 2020
- Lead designer for internal workflow redesign for Gap Online creative team resulting in improved cross-functional collaboration, innovation and usability by building and implementing a curated design system. *__Recognized and featured on Adobe's "Meet the Makers" live series.__
- Responsible for enhancing costumer experience through web, mobile journeys and email. Lead designer on revenue retention initiatives due to store closures.
- Conduct A/B tests and customer interviews to improve main site navigation.

Associate Web Designer | May 2018–Oct 2018
- Designed web and email assets for promotional campaigns to improve customer experience on all digital platforms.
- Led design on record-setting engagement/conversion for Cyber Monday 2018.

SIREN CARE - San Francisco, CA

UX/UI Designer | Nov 2017–May 2018
- Led all design objectives from end to end for website, product and app UX.
- Created visual marketing assets and led company re-brand that resulted in **CES Best of Innovation 2018 Award winner.**

LATTIS - San Francisco, CA

UX/UI Designer | July 2017–November 2017
- Brand identity improvement through UX and UI design duties from hand-drawn wireframes to final website and app interfaces.

PULSE - Seattle, WA

Freelance Visual Designer | October 2016–May 2017
- Responsible for designing display ads, landing pages, display cards, and asset management to elevate brand presence and increase conversion.

contact

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/paolojduarte

education

UNIVERSITY OF WASHINGTON
BDes in Industrial Design
Class of 2016

DESIGN IN ROME
UW Exploration Seminar
Summer 2014

skills

Figma, Miro, Prototyping, Wireframing, Adobe XD, Photoshop, Illustrator, Sketch, InDesign, Testing, Research, Zeplin, Branding, Illustration.

languages

Spanish | Native
English | Bilingual
Italian | Elementary

*references upon request