



# Alex de Paz

Principle Design Director & Creative Consultant

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Creative and intellectual leader with 18+ years of Design and Group management experience. Successfully operated as the VP of Product Design and User Experience for Hisense's Canadian Design and Technology R&D Studio.

## Experience

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2019-01 to 2020

### Principle Design Director & Creative Consultant

*Self-employed*

#### Roles

- Principle Design Consultant
- UX Principle
- Creative Director
- User Experience Lead
- Brand Ambassador
- Product Delivery (SaaS, Marketing, Apps)

#### Offerings & Responsibilities

- Work with company business teams to deliver or produce new ideas for company branding, promotional campaigns, and marketing initiatives
- Assist to create and implement delivery plans
- Facilitate meetings and creative sessions
- Shape delivery standards and procedures to ensure quality of deliverables
- Provide feedback of agency or third party creative/product design
- Consult on Consumer Electronics Product Design (Smart Product Wearables, Black and White Goods)

2017-01 to 2018-08

### VP of Product Design

*Jamdeo*

#### Roles & Responsibilities

- Reported to the Company President
- Executive Team Member
- Product Design Stakeholder & Hisense Partner Liaison
- Product Innovation Head
- Product UXD Director
- Creative Director
- Facilities Lead

### **Accomplishments**

- Led the global Jamdeo design delivery of Hisense Smart TV and Mobile Design programs
- Assisted with Hisense Global Partner feature discussions
- Engaged with Hisense Electric, Hisense Electronic Information Group and the Hisense Multimedia Group R&D Center with product feature design activity and opportunities
- Work closely with Product Managers and Directors to define or clarify product requirements
- Mentored Hisense's Qingdao UX team
- Provided user experience and design thought leadership for product development roadmaps
- Directed product simulations and championed MVP efforts
- Accountable for the Jamdeo User Experience Design Department
- Managed key tracks of work (including other individuals) in accordance with work plans and quality standards
- Managed functional group KPIs
- Participated with business development, strategic planning and company operational management activity
- Helped to shape and maintain the company's design culture
- Held in charge of Jamdeo Facilities

2011-06 to 2017-01

### **Senior Product Design Director**

*Jamdeo*

### **Accomplishments**

- Assisted to secure the joint venture between Flextronics and Hisense
- Proposed the official brand name for Hisense's flagship Smart TV — VIDAA TV
- Created Hisense's International Smart TV — VIDAA U, which was sold in Canada, Mexico, Europe, Africa and in the Middle East
- Co-discovered patents like "Device and methods for multi-screen experiences" and was credited in over 80+ patents
- Executed and educated Hisense teams with western 10-foot design practices
- Successfully transformed the Hisense TV Design process into having modernized standards for Smart Product creation
- Directed and processed various manifestations of feature requests
- Enabled teams to successfully deliver better TV experiences
- Provided product design direction and strategic council

### **Market Highlights**

- Hisense VIDAA took first place in a publicly staged test in Beijing, China against China's six best-selling brands (Skyworth, TCL, Samsung, Sony and Sharp)
- Local to China, the flagship VIDAA TV sold over 17.7M units with another 27.7M units that used Jamdeo's Android Flow Development Framework

2009-12 to 2011-06

## **Creative Director & Senior Principal Designer**

*Flex*

### **Roles & Responsibilities**

- Inventor
- User Experience Director
- Visual Design Director
- Motion Design Director
- Process and Governance Manager
- Product Design Specification Author
- Functional UX group Manager
- Design excellence stakeholder
- Hisense partner & liaison

### **Accomplishments**

- Held an essential product design role for the first ever foldable phone that turned into a 6-inch tablet — The IMERJ Dual Screen Phone
- Established the visual design system for the IMERJ ecosystem of devices which involved both the OS, dual screen apps and desktop applications
- Provided OS and App user experience design and direction
- The IMERJ Dual Screen Phone OS and Apps created, included; Browser, Email, Gallery, Dialer, Phone, Messenger, Keyboard, Launcher, Notifications, Calendar, Desktop, App Switching, Camera, Printing, Device Settings, App Settings, Lock-Screen, Contacts, Media Player and Docking Applications
- Facilitated fresh perspectives to mobile software experiences and innovation
- Co-authored software patents and originated the dual-screen user device "Multi Screen User Interface with Orientation Based Control"; which led to several IP opportunities and the designation of Inventor
- Created mobile innovations, group standards, specification management and productivity workflows
- Responsible for recruitment of diverse product design team members
- Collaborated to establish interaction models and interaction patterns
- Authored various procedures and processes for managing product design delivery
- Managed agency work deliverables by FROG Design and Macadamian

2007-09 to 2009-12

## **Associate Creative Director**

*Sapient*

### **Sprint (USA 2.0 Design Program)**

#### **Roles & Responsibilities**

- Client Creative Consultant
- UXD Contributor
- Group liaison to Marketing, Ecommerce and Business Groups
- Creative and UX Supervisor

- Managed interactive disciplines
- Managed creative groups
- Managed delivery of deliverables
- Accountable for Sprint.com design governance

#### **Accomplishments**

- Led to deliver the full front-end design for all consumer facing web properties
- Led creative effort
- Key advisor to Sprint's design agency, Sprint UX and brand departments
- Was instrumental in leading creative and UX resources throughout user experience discussions, solutions and planning
- Shaped and tailored new project delivery roles to help govern the Sprint Design System and Interaction System
- Supervised multiple short-term retail kiosk initiatives

### **TD Online Sales and On-boarding Initiative**

#### **Roles & Responsibilities**

- Creative oversight
- Responsible for estimates
- Responsible creative resource planning
- Accountable to client deliverables

#### **Accomplishments**

- Provided a new channel for online VISA application & sales
- Responsible for creative resources
- Co-managed creative timelines and delivery
- Delivered conceptual, interaction and POC design

### **Website Re-design & Ecommerce (ATG)**

#### **Roles & Responsibilities**

- Program ACD
- Led TheBrick.com pitch work
- Led the program delivery effort
- Liaison to The Brick.com Ecommerce internal team

#### **Accomplishments**

- Pitched the business opportunity
- Awarded with TheBrick.com
- Completed Heuristic site evaluations
- Participated in brand discussions and website strategy
- Successfully managed client deliverables and Client expectations
- Successfully delivered thebrick.com

## Wal-Mart Ecommerce & Website Re-design (ATG)

### Roles & Responsibilities

- Program ACD
- Led Walmart.ca pitch work
- Led the program delivery effort

### Accomplishments

- Proposed website customer shopping experience enhancements
- Awarded with Walmart account
- Created Heuristic evaluations
- Normalized navigation patterns
- Improved functionality to drive customer engagement

### Other

- Provided oversight for Wrigley, RBC, MEC, Blackberry and PC Banking projects

2007-06 to 2007-08

### Site Architecture Consultant

*Sapient*

### Roles & Responsibilities

- Created wireframes
- Created visual design
- Directed PFMS prototype
- Participated with usability testing

### Accomplishments

- Successfully delivered a Personal Finance Management System Prototype for RBC Personal Banking

## Education

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1993-1994

### Sheridan College

*Computer Graphics*

This program introduced the skills required to create:

- CD-ROM interactive experiences
- Multimedia Presentations
- TV Graphics
- 3D Animation
- Desktop Publishing
- Digital Production Graphics

The course taught software programs like:

- Adobe Photoshop
- Illustrator

- Macromedia Director
- 3D Strata Studio Pro
- Quarkxpress.

1990-1993

**Humber College of Applied Arts and Technology**  
*Advertising and Graphic Design*

Humber College introduced and taught traditional Graphic Design and the related skills for mastering the graphic design process. The education involved specific skills like:

- Visual Communication
- Digital Technology
- Anatomy
- Graphic Design
- Typography
- Drawing
- Print Production
- Packaging Design
- Strategic Thinking
- Creative Advertising
- Presentation Skills