

Paul Schrynmakers

PRODUCT DESIGN LEADER

I shape digital strategy and experiences through data-driven, user-centered design thinking to deliver effective product solutions.

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schrynmakers.com

WebMD

HEAD OF DESIGN, PRODUCT DESIGN GROUP [2015 – 2018]

Leading mobile-forward consumer product experiences for web, and mobile apps through problem-solving design thinking: user research, usability, and A/B testing; data-analysis insights; heuristic and competitor evaluation; empathy and journey mapping; UX and UI design and prototyping; agile development and design systems.

Passionate about building, leading, mentoring and fostering a design culture with multi-disciplinary designers that pro-actively collaborate and lead product innovation with confidence, inspiration, resourcefulness, humility and growth.

Clearly communicate opportunities and recommendations for useful and delightful customer experiences that meet business strategy to executives and stakeholders.

Transformed and optimized design operations, implementing work-flows, process and tools and transparency. Forecasting and managing roadmaps to meet deliverables in tandem with product and agile development teams.

A collaborative leader for marketing, sales, consumer and educational projects with strategic partners in Product Management and Engineering.

Christie's, Wine Enthusiast, Real Simple, Advertising Age

PRODUCT DESIGN CONSULTANT [2014 – 2015]

Mobile first responsive product design for e-commerce, media, contest entry, ad creative, and marketing.

Rodale Health and wellness global media company

ASSOCIATE VP, PRODUCT DESIGN [2012 – 2014] | CREATIVE DIRECTOR [2005 – 2012]

Design leadership for product designers, video producers and photo-editors on new business, brand redesigns, agency searches and selection.

Start-up, launch and core team design lead for the company's first responsive e-commerce goods and apparel site, Rodale's. Managed budgets for photo-shoots and external resources.

Start-up, launch and core team design lead for MSN partnership takeover of MSN.com Diet & Fitness.

Branded Content Marketing group digital design lead on key accounts: Adidas, Kraft, Lamaze, Nissan and 24-Hour Fitness

The iVillage Network Women's content and community, purchased by NBC Universal in 2006

SVP, CREATIVE DIRECTOR, DESIGN GROUP [2002 – 2005] | VP, CREATIVE DIRECTOR [1998 – 2002]

Design leader for a team of interaction designers and photo editors that collaborated on all site needs across the network for editorial, marketing and sales on the iVillage Network, which included Hearst: Cosmopolitan, Country Living, Esquire, Good Housekeeping, Marie Claire and Town & Country

Product design for ideation, growth, requirements, assessing technology solutions, managing implementation, and optimizing based upon metrics and results analysis

Establish company-wide standards and best-practices for workflow, templates, sponsorship and advertising

Time Inc.

DEPUTY DESIGN DIRECTOR, DESIGN GROUP [1996 – 1998]

Design direction for the Entertainment Weekly and People web sites

The Voyager Company Early digital content pioneer

ART DIRECTOR [1993 – 1996]

Design and art direction of CD-ROM covers and interfaces for this acclaimed digital pioneer

- e-commerce
- digital marketing
- consumer products

- WebMD.com
- Medscape.com

- Christie's.com
- WineEnthusiast.com
- RealSimple.com
- Winemag.com
- Rodales.com
- MSN Diet + Fitness
- Men's Health
- Women's Health
- Prevention
- Runner's World
- Bicycling
- BiggestLoserClub.com

- iVillage.com
- Hearst brand sites

- EW.com
- People.com

- Voyager
- Criterion Collection

EDUCATION

St. John's University

- BFA, Graphic Design

Cooper Professional Education

- Leading Creative Ideation 2018
- Design Leadership 2017

User Interface Engineering - Jared Spool

- Organization Design for Design Organizations by Peter Merholz 2016
- Using Scenarios to Solve Problems by Kim Goodwin 2016