

Paul Zabih

UX/UI Designer, UX Researcher

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Statement

I'm Paul a UX/UI Designer, previously a Graphic Artist, Filmmaker and Interior Architect. I define myself as a Multipotentialite. Part of a demographic who are not satisfied by a linear structure to their career, yet, seek qualified experience in numerous skillsets. Whether I am delivering a digital strategy, UX teardown or an interface redesign, a comprehensive film production design book with production reconciliation or designing new concept interiors for hospitality or breathing life into a high-end interior residential project. I bring instant zeal, motivation and a creative hunger injecting inspiration, boundless energy and solid workflow into any project I join. Whether this be solo or part of a creative team. I have challenged myself on varied and sometimes complex projects gaining a quarter century of experience. This allows liquidity in my workflow, being able to choose best fit practice and apply my multifaceted and cross transferable skillset to bring solutions.

Experience

Lead Creative Digital Designer/UX & UI

Snowland Journeys

2020 - 2021

Remote/UK

My goal was to create a digital ethical footprint for this charity on web, mobile and social media channels. The charity was founded in 2019 off the back of an exploratory feature documentary and I have been working virtually since 2020 with the partners developing income streams that could be activated during the pandemic. Virtual trekking (Vrekking), online learning lessons for Key Stage 2&3 across the UK syllabus, online sponsored events, and this year I have been a key stakeholder in creating Gurkha Getaways, a world first activity weekend, where you can train with serving Gurkhas whilst learning about survival, natural environment, and Nepalese culture. I have been key in delivering a digital strategy for the next two years, a UX/UI teardown and rebuild of their website and design of a future charity app with stakeholder approvals. A company rebranding and product development and actual sales products for their online sales.

Senior Designer

The Distinguished Gentleman

2015 - 2021

London/International

I set-up this company for virtual work on projects as a consultant and designer using my cross transferable skills. My aim was to give me flexibility to retrain and start a family whilst travelling between Europe and the UK. I worked on a wide variety of projects drawing on my previous career experience. One standout project was collaborating between the BFI, UK HMRC and Film production companies (during Brexit) to realise a tax investment film slate. I created both digital & print materials for financial investment brochures, film portfolios, distribution and presale packages, and short form books illustrated magazines for P&A purposes.

Design Lead & Structural Interior Architect

James Cubitts & Partners

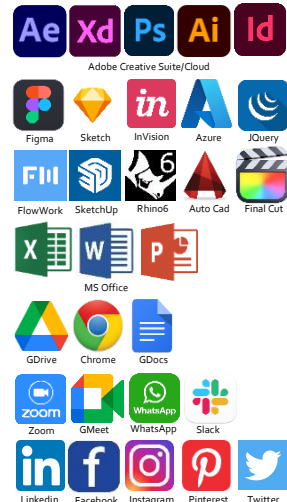
2012-15

London, UK & EMEA

My role was as a lead designer project manager, client liaison and client account manager spread over projects in the EMEA. I ran a team of six senior and two junior Architect & Interior designers in D&B of new industrial and corporate facilities. In my time with Cubitts I completed projects with a real estate value of £168m in addition to interior concepts of more than £27m. I delivered end-to-end design projects from conception to delivery incorporating CAD, sketching, and planning, project & team workflow, budgeting, presentation, site meetings and negotiations, etc.

I reignited static projects with past clients, in Libya, Kenya, Nigeria and Iraq creating project work in the master planning phase and opening opportunities to rebuild company projects from the 1950/60's. Additionally, I pulled in new business leads with a confirmed value (before leaving) of £4.2m and created new B2B partnerships, successful in providing best cost-effective solutions, essential new technologies for both architecture and interiors as well as bespoke luxury products.

Software Skills



Technical Skills UX/UI

- User Research
- Surveying & User Interviews
- Psychological Analysis
- Rapid Design
- Concept Sketches
- Information Architecture
- Wireframing
- Prototyping
- Stylesheets
- A/B/Preference Testing
- Statistical & Comparative Analysis

Technical Skills Design

- Analysis of Client Brief & Planning
- Conceptual Design
- Illustration
- Typography
- Image Creation & Retouching
- Matte Painting
- Branding

Transferable Skills

- Conceptual Design & Strategy
- Digital Design & Web Design
- Presentation & Brochure Design
- Print Artworker
- 3D Design
- Character Animation
- Scheduling & Project Management
- Design Team Management Support & Training
- CRM & B2B Skills and Experience
- Project Budget Control & Accounts

UX/UI Design

UX Research

Graphic Design

Art Direction

Interior Architecture

Experience

Creative Designer

Elemental

2011-12

London, UK

My role here to design bespoke, experiential POS for international branding campaigns. My main project was for Victor Rolfe by LVMH. Using Auto Cad, SketchUp & Podium, V-Ray & 3D Studio Max I achieved a green light for my set and POS designs which are still being used, globally. Working within a team, client facing and the manufacturing studio I delivered a comprehensive package of both visual presentation design incorporating style sheets design instructions and manufacturing schematics as well as mood boards and visualisations for FF&E. This included creating on budget and cost-effective procurement streams for the FF&E that was necessary for the accompanying set-dress.

Club Hotels & Harry's Intl PTE/Ministry of Design PTE

Lead Designer Manager

2010-11

Singapore/Malaysia

Returning to Singapore I joined MOD and was placed in the lead design role in remodelling the chain of Club hotels. I was tasked with remodelling both structural interior and high spec commercial interiors for the communal guest areas and three partnership restaurants across two sites in Singapore and KL. I was working with a fantastic design team of mixed age and nationality to deliver a turnkey solution to the clients whilst maintaining operational function for the hotels. I and my team had free range for the Interior style guidelines due to the partnership between the restaurants and clients, thereby we created a VIP Club style that could be rolled out for future scope projects, airport club lounges and Modular Metro outlets.

Posh Nosh

Lead Project Designer & Business Manager

2008-2015

Bath/London, UK

Working directly with a business owner I was commissioned in designing, building and implementing four new businesses in Bath and London to accommodate the owner's relocation to Bath. Amici restaurant - London, Opium bar - Bath, Teatime café - Bath, Freedog activity Centre - Bristol. Using my transferable skills in production, design and F&B, I was able to design turn-key solutions for three of the businesses; Amici, Opium and Teatime, from structural planning, D&B, heritage planning consent, interior design, digital collateral (graphic and web design, Social Media channels and marketing) as well as integrated business management. The Freedog business came later after years of research and accruing investment partners. Amici, Teatime and Freedog were successfully sold on.

KZ Designs

Structural & Interior Designer FF&E

2005-07

Singapore/Europe

Working as part of a small team of designers and contractors my role was client focussed high-end design as well as B2B procurement, custom manufacture and installation. Enabling projects to come to life within difficult constraints of planning permissions, heritage and commercial restrictions, location logistics, imports and project cost. My work added a new dynamic to the company's portfolio with a 'sensational retrospective' response to design, and covered D&B and redesign of several high-end properties both residential and commercial in Paris, London, Singapore, Bali, HK and KL. My FF&E work also covered the bespoke design and manufacture of several key one-off pieces for higher spec. clients, my Money Table & Modular Light wall, amongst others. I was asked to make a return for their commission for F1 Rocks in 2009 by Done and Dusted as I had previously worked with the D&D team at T4OTB. The project encompassed a 3-night rock concert for the launch F1's new night circuit in Singapore. We created backstage design, VIP lounges with F&B services and dressing rooms for A List Talent within Fort Canning.

Razor

Director & Designer

2001-2006

London, UK

I realised that there was a gap in the market in large format/scenic backgrounds. I set up Razor, primarily for to digitally print large format designs on different substrates using third party companies in China, Belgium and Holland. Razor provided scenic artwork for theatrical film, television and theatre and following market trends also diversified into Digi-wallpapers with its own artwork library. Also, through partnerships with European manufacturers we were able to bring large scale ethical and vegan printing to the UK. I sold the company to partners after moving to Asia.

Picture on the Wall/Freelance

Director, Producer & Production Designer

1999-2007

UK/Europe/Asia

After working freelance as an Art Director/Production Designer for 2 years, I created POTW with a partner to write, produce, direct and design, films, commercials and corporates. We underwent significant industry training and BECTU affiliated before launching. We created a strong industry network of crew, post-production and tech facilities and an extraordinarily strong Production Design book. Our corporate clients were Barclays Bank, KPMG, UCL and the COI. Commercial clients were Canal+, RAI Sports, Cobra beer, Warp Records, Ministry of Sound, Sony Ito. We used the commercial and corporate work to finance and co-produce our own slate of films. These achieved success at festivals worldwide with prestigious awards and a successful sales record, eventually becoming BAFTA members. Over the eight years, we'd made a slate of forty-seven productions before I stepped down to pursue other areas of design.

UX/UI Design

UX Research

Graphic Design

Art Direction

Interior Architecture

Previous Career Skills

Interior Architecture

3D Design

FF&E

Master planning

Pitch Design

Hand Sketching

Procurement

Film Design & Production

Design Manager

Draftsman

Experiential

SFX

Film Production

Animation

Awards

2008 – **The Warlords** - Best Film, Hong Kong Film Festival

2007 – **Rotten Apple** - European Academy Award Nominee Best Short Film

2007 – **Rotten Apple** - Prix UIP Best Short Film, Berlinale

2006 – **Robbie Williams & Warp Films** - Viewer's Choice, Best Music Video

2003 – **Art of the Critic** - Best Art Direction, Miami Intl Film Festival

2003 – **15** - Nominee Best Art Direction, Singapore International

2002 – **Mama** - Best Short Film, Claremont Ferrand

2001 – **Milagro** - Best Technical Design Production, TCM

Internships

Tomato

1998 London

Studio Assistant & Extreme Fussball Champ

Joshua

1997 London

Artworker, Buyer & Bespoke Tea Maker

TBWA

1996 London

Artworker & Runner with a Friendly Smile

Henson's Creature Shop 1995 London

Studio Assistant & Top Fraggie

Languages

HTML

English

Proficient

Proficient

Javascript

French

Learning

Basic

Farsi

Learning