

nathan pak

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// personal design principles

Research is essential - Exercises that help identify the who, what, where, how, and why of any problem are a requirement for any robust UX practice.

Test, test, then test again - From paper sketches to prototyping flows in Figma, it's essential to receive feedback early and often (preferably from real users).

Content is king - I believe content is the backbone of a great product, not just filler (and should be treated as such).

Accessibility isn't just a buzzword - A more accessible web is a better web. Consistent layouts, web standard contrast ratios, and clean heading and content hierarchies are the bare minimum.

Design can spark joy - User experience design isn't solely a visual discipline, but excellent typography and attractive visuals can be the difference between a frustrated user and an engaged one.

// proficiencies

- Typography, layout, and illustration skills honed by more than ten years as a professional and a lifetime of love for art and design.
- A drive to always suss out 'the problem behind the problem', and deliver UX solutions that are comprehensive and focused on achieving both stakeholder goals and user satisfaction.
- A history of working in collaborative, multi-disciplinary environments. Works best in a room with a whiteboard.
- Experience conducting research, writing content, and managing projects, and overseeing individual contributors in all of the above.
- A current design practice that includes Figma, Sketch, Invision, Photoshop, Illustrator, and Axure, among other tools.

// education

University of Georgia

Bachelor's of Fine Arts, Graphic Design, 2011

General Assembly

UX Design Certification, 2015

// relevant work experience

CoStar Group

Manager, UX Design for Apartments.com
Mar 2022 – Present

- Manage and direct a team of UX designers.
- Set general UX direction and strategy based off of shareholder goals, and keep work on track by providing feedback on a regular basis.
- Work closely with product managers to set priorities every design sprint and manage project load for individual contributors.

CoStar Group

Senior/Lead UX Designer for Apartments.com
Jul 2019 – Present

- Brainstorm, research, and test UX solutions for user problems as well as new features.
- Create and hand off high-fidelity design mockups, annotated and contextualized into development stories.

AT&T

Information Architect and UI Design
Jun 2017 - Jul 2019

- Individual contributor role focused on support content navigation as well as digital marketplace design.
- Responsibilities included wireframing and high fidelity mockups using Sketch and Zeplin.

Hot Sauce Studios

Graphic Designer / UI/UX Design
Mar 2014 - Feb 2017

- Marketing firm with varied clientele. Projects included building websites, designing print collateral, and creating social media and blog content.

Various Startups and Freelance Work

Graphic Designer
Jul 2011 - Mar 2014