

# Paul Heussner

Computer Genius. Template Designer / UI / UX / Full-Stack Developer.

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## CV Resume Objective

I make templates for computers. Seasoned User Interface Designer and Developer. 25 years crafting digital excellence and 15 years of corporate workplace experience.

Paul Heussner made curbside pickup work for Apple, from scratch, and won the Apple Design Award for writing the first developer manual for programming curbside-pickup receipts.

Proficient in designing new templates for software screens: UI/UX design and front-end development. Also experienced in receipt template design and back-end database development.

Expert in Adobe Creative Suite, Photoshop, PowerPoint, SAP, Sketch, Figma, and various coding languages. I can make anything. Let's talk. Looking for work at a full-time rate.

## Contact Information

Paul Heussner      [paul.heussner@outlook.com](mailto:paul.heussner@outlook.com)      [LoneStarAppDesign.com](http://LoneStarAppDesign.com)

Mailing Address: 2028 E Ben White Blvd #240-9980 Austin, Texas 78741.

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## Skillset and Toolsets

### User Experience Design (25 years. Since 1999. Apple Education Grant Program.)

- Evaluate the workflows of people who use technology.
- Survey the people on their experiences with the technology.
- Create summary reports that illustrate the sentiment of the user experience.
- Update existing guides and training materials to match realistic experiences.
- **Journalism Tools:** interviews, surveys, screen share, recordings, guides.

### User Interface Design (22 years. Since 2002. Dell Education Grant Program.)

- Evaluate the workflows of people who use technology.
- Find pain-points in the step-by-step workflow. (broken or missing features)
- Resolve the pain-points by modifying the step-by-step workflow.
- Create design documents that show the "before and after"
  - **Artist rendering illustrations:** wireframing, mockups, graphic design.
    - **Artist Tools:** Adobe Creative Suite, Photoshop, Illustrator, XD, Figma, Sketch.
    - **Presentation Tools:** Microsoft PowerPoint, Apple Keynote.
  - **Technical specifications:** list of engineering specifications, subject matter experts.
    - **Software components** (API code modules, data sources, resources, guides.)

- **Information Architecture** (Cloud data, AI, search, SQL, programming languages.)

### **User Interface Development (22 years. Since 2002. IBM Education Grant Program.)**

- **Evaluate the artist-rendering illustrations**  
(Whiteboard drawings, Wireframes, Mockups, Graphic designs)
- **Review the technical specifications**  
(Software components, Programming languages, Data Sources)
- **Identify the code modules to be modified**  
(Server access, File Identification, Data sources)
- **Make modifications**  
(Change code, Test code, Validate code)
- **Collaborate** with Product Owners, Technicians, Engineers, Developers, User Interface Designers, Graphic Designers, Marketing, Training & Education, Stakeholders.
- **Developer Tools:** code editors, HTML5, CSS3, Javascript, Java, IDEs, Apple Xcode, Safari, iPhone, Firefox, Chrome, Android, Microsoft Visual Studio Code, Windows, Edge, GitHub, Microsoft 365, Power BI, Maps, GIS, Tableau, SAP HANA, Business Objects, Dashboards, SQL, NoSQL, Oracle, Salesforce, Hybrid Cloud, AI, APIs, Bootstrap, jQuery, Angular, React.js, Vue.js, node.js
- **Collaboration Tools:** phone, screen share, Microsoft Teams, Google Workspace, Jira, Microsoft Exchange, Outlook, SharePoint, Cisco WebEx, Zoom.

### **AI and Natural Language Interface Design (17 years. Since 2007. Art Institute Online Program.)**

- **Evaluate Human Factors and Input Channels**  
(All systems have input from somewhere.)
- **Create Learning Libraries and Data Storage**  
(All systems have related measures of information.)
- **Identify Key Heuristics and Decision Pathways**  
(All systems have decision factors and flow-charts.)
- **Evaluate Human Factors and Output Channels**  
(All systems finish with a report or receipt.)

- **Create Survey Templates and Feedback Loops**  
(All systems need a backup work-around and a way to report issues.)
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## Experience

### **Bank of America.** Sr. User Experience Designer

Dallas — July, 2024 - Present.

Modernizing corporate financial forms to conform with best practices.

- User Experience Design mapping of existing application workflows.
- User Interface Design enhancements, mockups and prototype creation.
- User Interface Development team working sessions, collaborating with data architects.

### **Hugo Boss.** Ombudsman Paralegal Software Field Survey Associate

Dallas — 2024

Lead the first focus group to identify issues with the retail Point-of-Sale associate experience.

- Spearheaded alignment meetings with corporate partners and vendors, retail managers and associates, to discuss best practices with onboarding and payroll processing.
- Created User Interface Designs for the onbudsman of Hugo Boss, ADP and corporate partners.
- Upgraded Fax compliance for retail managers and the whistleblower channel for Hugo Boss.
- Hugo Boss Ombudsman External Lawyer Dr. Carsten Theil von Herff.

+49 521 557 333 0

Theil von Herff Rechtsanwälte

Loebellstraße 4

33602 Bieleld, Germany

### **7 for all mankind.** Retail Point-of-Sale (POS) User Experience (UX) Design Associate

Dallas — September, 2023 - February, 2024. (5 months)

Lead the first focus group to create iPad App design recommendations for Point-of-Sale.

- Spearheaded alignment meetings with corporate partners and vendors, retail managers and district management, to discuss Excel and Salesforce reporting best practices.
- Wireframe & UI/UX Design in Adobe Creative Cloud, Photoshop, Figma, Sketch and PowerPoint.
- Collaboration in Jira, Microsoft Teams, Google Apps Workspace, Zoom, Screen Share.
- Development in HTML5, HTML/CSS, Javascript, and toolkits such as: Salesforce, AI, Gravity UI, Angular, React.js, Vue.js, jQuery, NoSQL, MySQL, Salesforce Cloud and Bootstrap for Web Apps.
- Designed improvements for the Point-of-Sale experience for iPad and mobile.

### **Apple.** Sr. User Interface Designer / Full-Stack NetOps Developer.

Austin — August, 2020 - September 2023. (3 years)

Lead over 200 developers in training for the new system. Onboarding developers and revising training guides with code snippets to answer Frequently Asked Questions.

- Developers at Apple Corporate needed to send millions of receipts per second, worldwide.
- Successfully redeveloped a proprietary big data solution with new templates and frameworks.
  - The first devOps user-centric platform, (of network API gateways)
  - To power a mobile-optimized design (HTML5, CSS3, SMS, iMessage)
  - To send millions of messages per second. (with the fewest number of dropped texts)
  - That works with international regulation authorities. (curbside mask mandates)
- Created the first textbook for developers to program receipts at Apple.
  - Trained developers worldwide to use the new receipt programming software.
  - Answered developers' questions with a custom created chatbot for onboarding junior developers. (Enterprise Platform Upgrade)
  - Refined the API to match the instructions provided to developers, covering gaps, enhancing quality and ease-of-use. (Now it does what it sounds like)
  - Created Training videos based on the textbook. (This is how you program receipts)
  - Connected Training to AI platforms: Help References, Glossary, Look Up.
- Created a human-centered experience for curbside pickup across departments.

### **Car-to-X. Sr. User Interface Designer / Full-Stack Developer.**

Austin — June, 2016 - August, 2020 (4 years)

#### **Reduced traffic accidents with new dashboards and gestures. Reduced distractions 40%.**

- Lead the evaluation of real time data analytics for telemetry systems.
- Provided Real Time Feedback on User Experience.
- Designed Solutions for AI, Dashboards and Gesture-Based Interfaces.
- Reduced Driver Distraction.

### **AT&T. Sr. User Interface Designer / Full-Stack NetOps Developer.**

Austin — May, 2013 - June, 2016 (3 years)

Lead a focus group to create a new reporting MVP. Spearheaded alignment meetings with information architects, data security, technicians, the Lead of Product Marketing, and the VP of Network Engineering, to establish best practices for user experience design for E2E and B2B reports.

- Merged the acquired Wi-Fi startup companies with AT&T Wi-Fi Business Intelligence Reports.
  - Data lake creation from scratch to import assets from acquired startup companies.
    - Enterprise Big Data: SQL, ETL, Oracle, Hadoop, AI and SAP HANA.
    - Enterprise Design System: AT&T Business Intelligence Standard Library.
  - Report page wireframes based on Agile discovery sessions with data scientists.
- New web-based interface design and development.
  - Design in Adobe Creative Cloud, Photoshop, Figma, Sketch, Balsamiq and Whiteboard.
  - Collaboration in Jira, Cisco WebEx, Microsoft Sharepoint. Collaborate with Product Owners, Stakeholders, Data Scientists, Network Engineers, DevOps and Marketing.

- Development in HTML5, HTML/CSS, Javascript, and toolkits such as: SAP Enterprise, Business Objects, node.js, jQuery, SAP HANA, Oracle APIs, Hybrid Cloud AI.
- Created new overview maps and intelligence reports, saving E2E client relationships.
  - **Hilton Wi-Fi Nationwide Map.**
    - Hourly Utilization
    - Utility Upgrade Reports
  - **AT&T Stadium Wireless Map**
    - Hourly Utilization
    - Real-Time Reports
  - **Central Command Wireless Map**
    - Incident Ticket System & Technician Dispatch
    - Real-Time Reports

**Harland Clarke.** User Interface Designer / Full-Stack Web Application / Printing Press Developer.  
Austin — June 2012 - March 2013 (1 year)

**12% growth in sales after the successful launch of the iPad-optimized sales channel.**

- Design in Adobe Creative Cloud, Photoshop, Sketch and Whiteboard.
- Collaborate with Product Owners, Stakeholders, DevOps and eCommerce channel marketing.
- Development in HTML/CSS, Javascript, and toolkits such as: Xerox Press, Postscript, CRM, for secure online printing and distribution of financial paperwork.

**Beautiful Reflections Spa.** Service Designer / Full-Stack Web Application Developer.  
Austin — March 2007 - June 2012 (5 years)

- Design in Adobe Creative Suite, Photoshop, Sketch and Whiteboard.
- Collaboration with service providers, brand owners, stakeholders and marketing.
- Development in HTML/CSS, Javascript, and AI toolkits, for online scheduling.

**True Auto.** Service Designer / Full-Stack Web Application Developer.  
Austin — August 2005 - August, 2009 (4 years)

- Design in Adobe Creative Suite, Photoshop and Whiteboard.
- Collaboration with service providers, technicians, accounting, stakeholders and marketing.
- Development in HTML/CSS, Javascript, and toolkits such as: Windows Server Professional, IIS, SQL, Java, for secure finance forms.

**TJM Builders.** Information Architect / Full-Stack Database Developer.  
Austin — Aug 2005 - Jun 2007 (2 years)

400% faster contract processing with a freshly-designed database solution.

- Design in Adobe Creative Suite, Photoshop and Whiteboard.
- Collaboration with back office operations, service providers, accounting, legal and stakeholders.
- Development in HTML/CSS, Javascript, and toolkits such as: Filemaker Pro Advanced Server, Lasso, Java, Vmware, for contract paperwork printing and processing.

**ALLDATA.** Service Designer / Full-Stack Windows Application Developer.

Austin — June 1999 - August, 2005 (6 years)

- Design in Adobe Creative Suite, Photoshop and Whiteboard.
  - Collaboration with back office operations, service providers, accounting, legal and stakeholders.
  - Development in HTML/CSS, Javascript, and toolkits such as: .NET, Vmware, Linux Server, for the automotive repair technician estimates.
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## Education

**Certificate of Web and Interactive Media Development.** The Art Institutes. 6/2011.

**Bachelor's Degree Equivalent in Business Information Systems.** Texas A&M University. 5/2009.

**SkillsUSA Web Application Development Certificate.** Texas State Technical College. 5/2007.

**Adobe Course Certificate.** Dual-Credit: Burnet CISD, Technical State Technical College. 5/2006.

**Cisco CCNA Class Leader.** Dual-Credit: Burnet CISD, Texas State Technical College. 10/2005.

**Apple Education Certificate in User Interface Design and Development.** Leander ISD. 3/2002.

**NASA Open House Technology Transfer Program.** Houston JSC. 8/1997.

**Apple Education Certificate in Library Science & Computer Applications.** Leander ISD. 3/1996.

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## Accomplishments

**Published Author on Amazon: [The Button Codes. Field Guide for HTML5.](https://www.amazon.com/dp/BOBSDQMBVP)**

Interaction that changes the game. <https://www.amazon.com/dp/BOBSDQMBVP>

**Apple Design Award: Mobile DevOps.**

Apple Retail Transactional Message Platform for Mobile. First Textbook for Curbside Pickup Receipt Development.

**AT&T Award: Lasting Contributions to Engineering.**

AT&T Global Network Operations Center. Central Command Maps. Responsive design for dispatch technicians.

Authored the first Textbook Guide for SAP API Report Development.

## Portfolio and References

- Public Portfolio
  - [LoneStarAppDesign.com](http://LoneStarAppDesign.com)
  - <https://sites.google.com/refractiondigital.com/paulheussner/home>
- Free E-Textbook with Amazon Prime Kindle Unlimited, with interactive code samples.
  - <https://www.amazon.com/dp/BOBSDQMBVP>