

Paul Landon

DESIGN LEADER | MUSIC MAKER

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Profile

I'm a big-picture thinker, detail-oriented creator, and award-winning multi-instrumentalist. I craft solutions for brands, products, spaces, and experiences in need of impactful digital or physical transformation. I strive to create purpose-driven, conceptually strong, and visually distinctive work that lasts. I design to push boundaries, imagine better results, and create meaningful connections.

Education

Master of Architecture

ILLINOIS INSTITUTE OF TECHNOLOGY | CHICAGO, IL | 2010–2012

Bachelor of Architecture

UNIVERSITY OF VIRGINIA | CHARLOTTESVILLE, VA | 2006–2010

Skills

- UX + Design Direction
- Design Systems + Prototyping
- Recruiting + Mentorship
- Website Development
- Photography + Motion
- Marketing Campaigns
- Creative Leadership
- Strategy + Research
- Multi-Instrumentalist

Experience

Design Director, UX

GOODS & SERVICES | ATLANTA, GA | 2021–2024

Design Director for J.P. Morgan Asset Management; Led 15 member team in construction and maintenance for enterprise-level Figma Design System, which enabled best-in-class digital marketing collateral and experiences to be easily developed and reach prospective investors with high levels of brand quality and consistency.

Creative Director

HISTORIC RURAL CHURCHES OF GEORGIA | ATLANTA, GA | 2016–2024

Design direction, brand identity and front-end Wordpress development for Georgia-based non-profit, working to research, document, and ultimately preserve rural churches across the state.

Associate Director, UX

FORTYFOUR | ATLANTA, GA | 2015–2020

Led interaction design definition, direction and execution with strong focus in e-commerce platforms Magento and Shopify; Collaborated with clients, project management, and developers to ensure efficient product delivery. Clients: Coca-cola, Stainmaster, Adult Swim, Exide, Gaia Herbs, Aubuchon Hardware, Frontline, Shoney's, Credo Mobile

Senior Experience Designer

MAXMEDIA | ATLANTA, GA | 2013–2015

Explored a range of interaction concepts, produced data-led marketing strategies, and built testable UX prototypes.

Intern Architect

COOPER CARRY ARCHITECTS | ATLANTA, GA | 2012–2013

Articulated effective design sensibilities over multiple project types/phases; Worked towards licensure and AIA member.

Design Scholar

HANBURY ARCHITECTURE & PLANNING | NORFOLK, VA | 2010

Produced dimensioned drawings and renderings for multiple projects (University of Macau, Rhodes College, VB Catholic High School, Norfolk Airport, UNC Greensboro, Norfolk MacArthur Mall); Led visualization workshops for entire firm.

Design Intern

LEWIS TSURUMAKI LEWIS ARCHITECTS | NEW YORK, NY | 2010

Assisted firm associates with development of graphic presentation for MoMA's Rising Currents exhibition, which addresses rising sea levels and re-envisioning the coastline of New York; Worked in-residency at PS-1 in Queens.

Accolades

- Published in 'Intensities', by LTL Architects, Princeton Architectural Press
- Winner, 'Best Original Score', Queen Palm International Film Festival
- Debut EPs 'Inflection Point' and 'Vices', published to all music streaming platforms
- Awwwards 'Honorable Mention' for portfolio website development