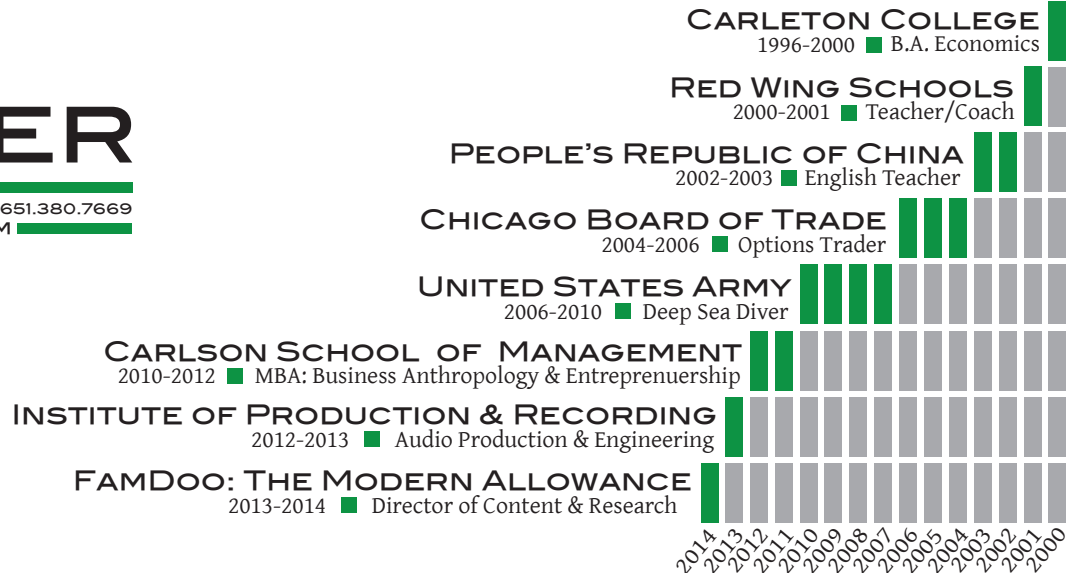


PAUL RIEDNER

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WORK HISTORY

- FAMDOO - FAMILY ALLOWANCE APP**
DIRECTOR OF CONTENT DEVELOPMENT & USER EXPERIENCE RESEARCH
Researched, designed, and developed character development content. Conducted qualitative and quantitative user experience research. Provided strategic analysis and outlook for internal leaders. Designed the UX & UI of new photo/video functionality upgrades.
- MN ARMS SPENDING ALTERNATIVES PROJECT**
ORGANIZER - PUBLIC SPEAKER - LOBBYIST - NEW MEDIA DIRECTOR
Designed innovative campaigns to engage the community and public officials in dynamic ways using video, music, and storytelling that creates an emotional, empathic connection.
- US ARMY**
SOLDIER - LEADER - DEEP SEA DIVER
Served on an elite team of army divers. Iraq Veteran. Excelled in complex, dangerous, dynamic environments.

CREATING EXPERIENCES

- MN VETERAN ART EXPERIENCE 2014**
CO-FOUNDER - BOARD MEMBER - VETERAN PARTICIPANT
Created a statewide, publicly & privately funded week-long art experience. [read MPR story here](#)
- DOCUMENTARY FILM - "SUPPORT THE TROOPS: A VETERAN'S VIEW"**
DIRECTOR - PRODUCER - EDITOR - SOUND DESIGNER - SUBJECT
Partnered with MN-ASAP, Storm Warriors, Rhymesayers, and Brother Ali to create a veteran testimonial dissecting what the marketing slogan *Support the Troops* really means. Hits indie circuit 2015. [watch here](#)
- KFAI 90.3 RADIO SHOW - "SOUNDS FROM A SOLDIER'S SOUL"**
HOST - PRODUCER
A musical journey from a soldier's perspective on the battlefield, on deployment, and returning home with songs that address issues surrounding war: corporate profiteering, often apathetic American public, modern propaganda, self and group censorship, divisive politics and institutional corruption. [listen here](#)
- STAR TRIBUNE OP-ED - "AMONG IRAQ WAR'S MANY LOSSES: TRUST"**
Commentary in the Minneapolis Star Tribune written on the eve of the US military withdrawal from Iraq. It reflects on the costs and consequences of the war on the country as a whole. [read here](#)

SPECIALTIES

- STRATEGY - INNOVATION - CONTENT - EMPATHY - IDEATION - RESEARCH - STORYTELLING - CURIOSITY - MUSIC