Matthew Paul

SUMMARY

Software product designer specializing in designer, developer, and collaboration tools. I have more than 12 years of experience designing 0 → 1 products, shipping software at scale, and building and maintaining design systems.

WORK EXPERIENCE

Lead Product Designer · Bubble
Aug 2023 – Jul 2024
- Led product design and UX research for a 0 → 1 product called Native Mobile Apps
- Planned and prioritized every quarter of work in collaboration with the PM
- Ran usability testing sessions, synthesized feedback from private Beta users, and iterated on features until the public Beta release
- Led senior product designers across multiple other Editor product teams
- Leading contributor of designing and building Bubble's new design system

Staff Product Designer · The.com
Mar 2022 – Feb 2023
- Led product, design, UX research, and design systems for a 14 person startup, building a no-code, spreadsheet-based website builder and CMS tool
- Learned from early customers through generative and evaluative research
- Iterated and improved on their core product
- Led product design on a 0 → 1 product called Page Generation
- Designed and helped build a design system from scratch, in both Figma and React

Founding Designer · QA Wolf
Jun 2020 – Jun 2021
- Led product, design, and UX research for this pre-seed startup
- Designed a 0 → 1 SaaS web platform for QA engineers and software development teams to automate their end-to-end browser testing
- Helped hire their first growth/sales employee, designed the documentation website, and helped develop their pricing structure & payment model

Senior Product Designer · InVision
Jun 2018 – Mar 2020
- Redesigned the entire Inspect UI, Selection Mechanics, and Asset Manager
- Led the design of a 0 → 1 tool called Inspect Motion—a new developer tool that had never existed before
- Led a design sprint with Atlassian to improve our Jira integration with InVision Studio
- Designed and re-factored large portions of InVision's new design system

Product Designer · IBM
Jan 2014 – May 2018
- Led product design of IBM Toolbelt—an application for team leaders and financial analysts across the company to procure and pay for tools like Slack Enterprise, GitHub Enterprise, Mural, a suite of DevOps tools, and more
- Collaborated with Slack, helping them research, prototype, and pitch early Slack Enterprise concepts to their C-suite executive team
- Designed new user input models and interactions for the Watson AI chatbot
- Product designer on the Enterprise Content Management team
- Responsible for UX research, visual and interaction design, and partnering with the engineering team to ship IBM's first Enterprise File Sync & Share iOS application

CONTACT

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EDUCATION

Bachelor of Fine Arts in Graphic Design
University of Minnesota, Duluth, 2013

SKILLS

Product design
Design engineering
Design systems
Interaction design
Prototyping
Visual design
User experience design
UX research
Web development
Web standards
Accessibility
HTML
CSS
Javascript
Typescript
React
Next.js
Design vision
Product strategy
Business strategy
Systems thinking
Cross-functional collaboration
Planning and prioritization
Customer experience
Content management
Mentoring
Leadership
Visual communication
Communication skills
Growth mindset