

# Matthew Paul

## SUMMARY

Software product designer specializing in designer, developer, and collaboration tools. I have 10+ years of experience designing 0 → 1 products, shipping software at scale, and building and maintaining design systems.

## WORK EXPERIENCE

### Independent Product Designer • Toolshed

Aug 2024 – Current

- Clients include: AngelList, Topo Finance, BeyondSite, OpenTable, Handshake

### 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 – Dec 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