

Paul Smith

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Profile

I am a product and UX designer with a diverse background—from founding award-winning Harvard and MIT tech startups, and enhancing digital textbooks, to creating explanatory animations for Nobel-prize-winning scientists. I have a proven ability to successfully create repeatable experiences that resonate with users and deliver value. I prize working on teams with that rare alchemic mix of dedication, collaboration, empathy, diversity, and imagination.

Experience

Senior UX Designer, Product Designer — Pearson, Boston, MA – 2017 - Present

Collaborate with product, development, and learning design on flagship products driving growth for higher education, B2C, and B2B online learning. Innovations in textbook UI design helped increase NPS, app store ratings, and reduce support calls.

Chief Product Officer & Founder — Sonation, Boston, MA – 2013-2016

Led design, engineering, QA, content production, and marketing teams to create an Apple-selected "Best New App" in the US and twenty countries. Developed marketing strategy that increased monthly active users 800% over one year. Created strategy and pitch presentation that won funding and residency in Harvard's university-wide startup challenge.

CEO & Founder — Smith Renaud, New York, NY – 1995-2001

Designed successful web services products for news syndication, distributed directories, and content publishing. Created award-winning website design for The American Museum of Natural History, interactive games for NYC Convention and Visitors Bureau, and distributed collaboration solutions for Yo-Yo Ma and Sony Music. Created business strategy and raised over \$2.6 million series A for this MIT Artificial Intelligence Laboratory spinout company.

Education

Brandeis University – MA, History of Musicology, 2003-04

Oberlin College – BA, Music Theory, Composition, and East Asian Studies, 1987

Skills & Tools

UX Design - Sketch, InVision, Figma, Principle, Zeplin, Adobe CS, Keynote, Reality Composer

Software development - Bitbucket/JIRA, Git, HTML/CSS/JS/PHP, BBEdit, VisualStudio, Emacs, Xcode, Unity, WordPress customization

Languages - English (native), conversational French and German

References

Shannon Graziano - Pearson Product Manager (colleague at Pearson)

Travis Henspeter - Google Software Engineer (direct report at Sonation)

Ann Shen - Wayfair Sr. Product Manager (co-founder & CEO at Sonation)

Contact info upon request