

Paul has over 15 years of experience distilling complex challenges and translating them into clear, effective solutions that deliver business value. Whether it's award-winning products for Harvard and MIT tech startups (Sonation, Smith Renaud), interactive presentations for Nobel Prize-winning scientists (Rockefeller University), research-driven improvements on college textbook apps (Pearson), or scalable content-syndication services for major publishers (Workman), Paul is adept at building and leading teams of engineers, designers, writers, and marketers that get the job done.

EXPERIENCE

2017 – Present

● SENIOR PRODUCT DESIGNER

Pearson plc (North America - Higher Education), Boston

- Boosted app ratings by 50% with re-design of flagship textbook and study apps
- Co-led design workshops and user testing sessions in person and remotely
- Conceived, designed, tested and refined features resulting in KPI improvements, two patents

Roles: UX/UI, prototyping, wireframes, design system, user research, mapping, documentation

2013 – 2016

● CHIEF PRODUCT OFFICER

Sonation Music Tech, Boston

- Led 6-person iOS app product team (engineering, design, content production)
- Increased monthly active users 800% in one year
- App (Cadenza) named an Apple “Best New App,” 2015
- Invited to Cupertino to present app strategy to Apple senior management

Roles: GTM, UX/UI design, team leader, product-market fit, identity, user testing

2006 – 2016

● FOUNDER & DIRECTOR

Fauxharmonic Orchestra, Boston

- Produced film, TV, game, and commercial music using AI-powered orchestral tools
- Awarded “Best Use of Music” for corporate film (Laing O’Rourke)
- Clients included: Adidas, Nike, Efteling, Spotco, Cheerful Twentyfirst

Roles: music production, session conducting, orchestration, composition, biz. development

EXPERIENCE (continued)

2002 – 2006

● UX DESIGNER, COMMUNICATIONS MANAGER
Yale University, Rockefeller University

1995 – 2001

● CEO & CO-FOUNDER

Smith Renaud Advanced Internet Sites, New York

- Led team of 15 engineers, designers, marketers
- Responsible for creating GTM strategy, business/revenue models, product-market fit
- Designed scalable service products for news syndication, directories, content publishing
- Raised over \$2.6 million for this MIT Artificial Intelligence Laboratory spinout
- Collaborated with top design firms: Pentagram, Real Design NY

Roles: product design, service design, team building, business strategy, fund-raising

EDUCATION

2004
MFA
Brandeis University

1987
BA
Oberlin College

LANGUAGES

English
Native

French, German
Working proficiency

TOOLS

Figma	●	●	●	●	●
Sketch	●	●	●	●	●
Adobe CS	●	●	●	○	○
CSS/HTML/JS	●	●	●	●	○
Xcode [UI]	●	●	●	○	○
Principle	●	●	●	●	●
Keynote	●	●	●	●	●