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Paul is an accomplished digital product design lead with over 20 years of experience working closely with engineering, product, and design stakeholders. His *forte* is his ability to craft solutions that empower people to more efficiently and delightfully do what matters to them—and to support the execution of those solutions through elegant implementation and continual improvement.

EXPERIENCE

2021 – Present

UX DESIGNER

Amazon Web Services — Honeycode, San Francisco

2017 – 2021

SENIOR UX DESIGNER

Pearson — The world’s largest book publisher, Boston

- **6x increase** in customer preference for digital textbooks after eText app re-design
- Awarded two design/utility patents for digital book navigation design

Roles: Agile UX/UI design, discovery, prototyping, wireframes, design system, user testing

2013 – 2016

PRODUCT DESIGN LEAD

Sonation — AI media tech startup, Boston

- Led 6-person iOS agile product team (engineering, design, content production)
- **8x YOY increase** in monthly active users after iPhone and new feature launch
- App (“Cadenza”) selected as **Apple “Best New App”** in the U.S. and 20 countries

Roles: UX/UI design team lead, product-market fit strategy, visual design, user testing

2007 – 2012

FOUNDER & DIRECTOR

Fauxharmonic Orchestra — Commercial music production for all media, Boston

- Built AI-powered tools to produce music for film, TV, games
- Awarded **“Best Use of Music”** by IVCA

Roles: Music production, session conducting, orchestration, tool development

EXPERIENCE (continued)

2004 – 2006

UX DESIGNER, DIGITAL COMMUNICATIONS MANAGER

Yale University – Environment School

- Led design of (pre-Facebook) social network site for multiple school audiences
- Created web strategy to support first Aspen pan-discipline climate change conference

Roles: Web design, front-end programming, video production, art direction, vendor mgmt.

2002 – 2004

The Rockefeller University – Communications Office

- Led university-wide website redesign with IT, president’s office, faculty and communications
- Worked with Nobel Prize-winning scientists to present their research in digital experiences

Roles: Web design, animation, AS programming, video production, art direction, team lead

1995 – 2001

CEO & FOUNDER

Smith Renaud – SaaS product development , MIT AI Lab spinout, New York

- Raised \$2.6 million seed funding
- Managed team of 15 engineers, designers, marketers
- Led multiple collaborations with top design firms Pentagram, Real Design Associates

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

EDUCATION

MFA

Brandeis University

BA

Oberlin College

LANGUAGES

ENGLISH

Native

FRENCH, GERMAN

Intermediate

TOOLS

Figma

Sketch, Abstract

Adobe CS

CSS/HTML/JS

Xcode [SwiftUI]

Principle, Keynote