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**Accomplished and performance-driven professional with extensive experience leading teams to create clear, effective solutions that *deliver business value*.** Whether managing Harvard and MIT tech startups, creating scientific presentations with Nobel Prize-winning scientists, or designing data-driven improvements of products, Paul effectively collaborates with diverse teammates across disciplines. He is a self-motivated, natural problem-solver with a demonstrated ability to oversee multiple projects simultaneously.

## EXPERIENCE

2017 – Present

### SENIOR PRODUCT DESIGNER

**Pearson PLC (North America - Higher Education), Boston**

- Improved app ratings by 50% with re-design of flagship textbook and study apps
- Developed, designed, tested and refined UI, resulting in KPI improvements (two patents)

*Roles:* UX/UI design IC, prototyping, wireframes, design system, testing, maps, documentation

2013 – 2016

### CHIEF PRODUCT OFFICER

**Sonation, Inc., Boston**

- Led 6-person iOS app product team (engineering, design, content production)
- Increased monthly active users by 800% in one year
- Built app (“Cadenza”) listed as an Apple “Best New App” in the U.S. and 20 countries
- Invited to Cupertino to present app strategy to Apple senior management

*Roles:* UX/UI design IC, team lead, product-market fit, identity, user testing

2007 – 2012

### 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

- Design lead for new social network site (Yale Environment School)
- Worked with Nobel Prize-winning scientists to translate research into interactive experiences

*Roles:* website design, AS programming, video production, art direction, team lead

1995 – 2001

### CEO & CO-FOUNDER

Smith Renaud Advanced Internet Sites, New York

- Led team of 15 engineers, designers, marketers
- Collaborated with top design firms, including Pentagram, Real Design Associates
- Designed and led development of service products for content syndication, publishing

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

## EDUCATION

### MFA

Brandeis University

### BA

Oberlin College

## LANGUAGES

### ENGLISH

Native

### FRENCH, GERMAN

Working proficiency

## TOOLS

Figma

Sketch, Abstract

Adobe CS

CSS/HTML/JS

Xcode [UI]

Principle

Keynote