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Paul Smith is an accomplished digital product designer. He has extensive experience doing the work and leading the teams to discover and build solutions people love using. Paul's analytic and creative design strategies deliver value for clients and organizations of all sizes.

EXPERIENCE

2017 – Present

SENIOR PRODUCT DESIGNER

Pearson — The world's largest book publisher, Boston

- **50% increase** in app ratings after re-design of flagship textbook and study apps
- **6x increase** in customer preference for digital textbooks after eText app re-design

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

2013 – 2016

CHIEF PRODUCT OFFICER

Sonation — AI media tech startup from Harvard Innovation Lab, Boston

- Led 6-person iOS app product team (engineering, design, content production)
- **8x 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
- Presented product strategy to Apple senior management at their Cupertino HQ

Roles: UX/UI design, team lead, product-market 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
- Clients included: Adidas, Nike, Efteling, Spotco, Cheerful Twentyfirst

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 and design, 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
- Designed SaaS product strategy for ad/content syndication, publishing

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