

# Matthew Paul

Product Designer &  
Design Engineer

## Contact

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## Education

### B.F.A, Graphic Design

University of Minnesota  
Aug 2009 – May 2013

## Skills

Product Design  
Design Systems  
Interaction Design  
Prototyping  
Design Engineering  
HTML / CSS / JavaScript / React / Next.js  
UX Research (generative & evaluative)  
Product Strategy  
Systems Thinking  
Designing Non-Linear Workflows  
Cross-Functional Collaboration  
Leading and Mentoring other Designers

## Talks & Interviews

### Product Hunt Radio

Internet · Mar 2020

### Product Hunt AMA

Internet · Jan 2020

### Dribbble Hangtime Keynote

New York · Jun 2019

### Likeminds Conference Talk

New York · Oct 2018

### Circles Conf Workshop

Dallas · Sep 2018

### Underbelly Winter Drop In

Utah · Feb 2018

### AIGA Design Camp Keynote

Minnesota · Oct 2016

### AIGA Design Camp Workshop

Minnesota · Oct 2016

### HOW Magazine

International Publication · Sep 2016

### Dribbble Timeout

Internet · Mar 2016

### AIGA Design Camp Workshop

Minnesota · Oct 2015

## Experience

### Bubble · Lead Product Designer

Sep 2023 – Jul 2024

- I led Product Design and UX Research for a 0–1 product within the existing no-code platform for building fully functioning web applications on Bubble—the Native Mobile Apps Editor and App Stores publish experience
- I ran usability testing sessions, synthesized feedback from these sessions and other feedback coming in from the private Beta users, and iterated on certain features based on all of this feedback
- Along with the PM and EM, I helped plan and prioritize every quarter of work
- I lead senior product designers across multiple other Editor projects that they drove with their respective teams
- I was the leading contributor to designing and building Bubble's new design system, Pop—from color ramps and a type a scale; to spacing units and elevation; to complex components not found in your average design system—and I helped standardize processes, contribution, and review models for this new system

### The.com · Founding Product Designer

Mar 2022 – Dec 2022

- I led Product, Design, UX Research, and Design Systems for this 14 person startup that built a no-code / low-code spreadsheet-based website builder and CMS tool
- I helped them learn from their early customers through generative and evaluative research, iterated and improved on their core product, and design a completely new product surface area called Page Automation
- I designed and helped build a design system from scratch—new typography and type scales, 0–10 color ramps for every each hue, spacing units, iconography, and complex components & patterns—in both Figma and React
- My work directly led to them landing big-name customers such as Adobe and ramp, and finding product-market fit

### OpenTable · Senior Product Designer (Contract)

Sep 2021 – Feb 2022

- I led Product Design and UX Research for a feature called Automated Guest Tags, which is part of the OpenTable for Restaurants platform
- The tool allowed restaurant owners and operators to manage these business rule & guest criteria based tags across any restaurants they own, from a single operation to hundreds of restaurants that all fall under a larger parent brand

### QA Wolf · Founding Product Designer

Oct 2020 – Jun 2021

- I led Product, Design, and UX Research for this pre-seed startup, turning their CLI developer into SaaS web platform for QA Engineers and software development teams to automate their end-to-end browser testing, allowing customers to interactive with their live website or application, and automatically generate Playwright test code
- I helped hire their first growth/sales employee, designed the documentation website, and helped develop their pricing structure & payment model that led to the first cohort of self-onboarding, paying customers

### InVision · Senior Product Designer

Jun 2018 – Mar 2020

- I was the Senior Product Designer on the Inspect team, and redesigned the entire Inspect UI, Selection Mechanics, and Asset Manager
- I led the design of a 0–1 tool called Inspect Motion; a type of designer / developer tool that had never existed before
- I led a design sprint with Atlassian to improve our Jira integration with InVision Studio
- I designed and re-factored large portions of the new design system, including defining processes, managing contributions, and helping to implement a tool for measuring system adoption

### IBM · Product Designer II

Nov 2016 – Jun 2018

- I led the design of an application for team leaders and financial analysts across the company to procure and pay for tools like Slack Enterprise, GitHub Enterprise, Mural, a suite of DevOps tools, and more
- I collaborated with team members from these companies, helping them research, prototype, and understand the needs of a 400,000 person company—most notably pitching early Slack Enterprise concepts to their C-suite executive team
- My last role at IBM was with the IBM Support team, where I designed new user input models and interaction designs for the Watson AI Assistant chatbot

### Apple · Prototyper (Contract)

Jun 2016 – Oct 2016

- I was a Visual and Interaction designer for the Apple at Work team, where I prototyped new ideas for team communication within the iOS ecosystem, and pitched concepts to Apple executives
- I also designed and collaborated closely with engineering to build industry-specific iPhone and iPad apps for industries such as airlines, healthcare, and education

### IBM · Product Designer

Jan 2014 – May 2016

- I began my career in software as a Product Designer on the Enterprise Content Management team
- I was responsible for UX research, Visual and Interaction Design, and partnering with a remote engineering team to deliver IBM's first EFSS (Enterprise File Sync & Share) iOS application