

Hi, I'm Paul

About me

A seasoned product designer with over 16 years of experience, I have a proven track record in SaaS, B2C, and Marketplace products.

Known for my thoroughness and approachability, I am fuelled by a passion to bring intricate ideas to life, enriching customers' lives by inventing innovative product features, crafting interfaces, and rethinking user experiences through design thinking and creative problem-solving.

My unique strength lies in my hybrid of design and development—I approach problem-solving with a developer's mindset and a designer's eye.

I operate methodically across various disciplines, ensuring the delivery of the most robust solution to any brief. I approach challenges with a practical mindset, challenging assumptions to unveil underlying problems, and take pride in my effective communication skills, always striving for the highest quality output from the team.

A natural collaborator, I have a history of helping teams flourish. Whether sharing alternative workflows, relevant design references, or insights into emerging technologies, I aim to strengthen teams, fostering openness and collaboration.

Since 2007, I've played a pivotal role in bringing numerous client visions to life, wearing various hats such as UI designer, UX interviewer, product director, team manager, mentor, award winner, and all-around problem solver.

Recent Experience

Pencil Pro

Sep '23 – Dec '23

Product Design Lead

Collaborated closely with the founder to transform their initial concept into development-ready designs. Leveraged Figma and FigJam to meticulously map, wireframe, prototype, test, and iterate—defining a comprehensive suite of product features. Took charge of defining and documenting key assets, including jobs-to-be-done, user journeys, information architecture, and interface design. I orchestrated the creation of a robust design system and responsive component library tailored for both the web app and its accompanying mobile counterpart.

My efforts not only crafted a considered UI and transformed the user experience but also significantly shaped the proposition of Pencil Pro. This cutting-edge resource planning and booking SaaS platform, tailored for the film, television, and commercial production industry, is a testament to my leadership in delivering impactful and innovative product designs.

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Experience Continued

Various Clients

Jun '22 – Sep '23

Freelance Product Design Lead

I presented impactful designs, prototypes, and documentation to senior stakeholders for esteemed clients including Camden Town Brewery, Lucky Saint, Feref, Uphoric Urth, Working Title, and Frites Artois.

My enthusiasm for experimentation, coupled with solid communication skills and a deep understanding of design trends and usability patterns enabled me to craft compelling user experiences and visually striking interfaces across a range of web product launches and discovery projects.

Informed

Sep '22 – Mar '23

Product Design Lead

I spearheaded the design team from closed beta to a successful public launch, orchestrating the entire UX and UI for both mobile and web applications. I executed the implementation of a cohesive family of design systems, and introduced streamlined internal processes that enhanced continuity across five touchpoints. Meticulously gathering and documenting user needs and business requirements, I guided the design and engineering teams in expanding and evolving product functionality. My leadership ensured a seamless and user-centric journey, contributing significantly to the product's success.

PeoplePerHour

Jan '21 – Jun '22

Director of Product

Led the product roadmap, reporting directly to the CEO and collaborating with cross-functional teams including the CTO, Directors of Engineering, Marketing, and Data Science. Conducted in-depth product analysis, data evaluation, and A/B experiments. Developed and executed new product initiatives through strategic planning, delegation via comprehensive design briefs, and story writing. Maintained holistic oversight of the platform to drive change and motivate the team.

PeoplePerHour

Apr '18 – Jan '21

Director of UX & UI

I recruited and led the design team, implemented new company-wide processes, and unravelled years of design neglect. My design team rethought and redesigned the entire product, championing and driving the creation of an atomic design system and UI framework that remains pivotal to the rollout of every new view. I fostered seamless collaboration between product design and engineering teams, significantly reducing time-to-market. Implemented rigorous product testing methodologies and leveraged insights from data science and user interviews to enhance overall product quality.

Perfect Storm

Oct '16 – Apr '18

Head of UX & UI

I led the agency's digital output, fostering collaboration across different squads to enhance our digital creative work.

Suburb

Sep '14 – Oct '16

Head of Digital Design

I collaborated with UX, innovation and technical directors to uphold outstanding creative output. Responsible for conceiving, pitching and ensuring clear communication of design and development solutions, both internally and with our clients.

Sabbatical

Dec '13 – May '14

I seized the opportunity to expand my worldview and witness firsthand the design and culture during travels through South East Asia, Japan, and China.

Suburb

Nov '07 – Sep '14

Lead Interactive Designer
Digital Designer

'11 – '14

'07 – '11

Achievements

Awards and Recognition

Product Hunt Product of the Day #3	'23
iOS App Store Editor's Selection	'23
FWA Mobile of the Day	'14
DMA Gold Award	'15
DMA Bronze Award	'15
Drum Design Awards Nominee	'15
Creativepool Annual Shortlisted	'15

BA (hons) Degree

'03 – '06

Awarded 1st in Graphic Design
University of the West of England

Higher National Diploma

'02 – '03

Awarded Distinction in Art Foundation
Diploma
Filton College