

Robert Paul

Product Designer

hellothisisrob@gmail.com
213-248-4122

Education

Carnegie Mellon University
Master of Human-Computer Interaction
School of Computer Science
2018

University of California, Los Angeles
BA Psychology
2014

Skills

Leadership & Collaboration

Shaping team culture and identity
Cross-functional partnerships
Articulating design rationale
Securing executive alignment
Harmonizing different points of view

Design craft

UI & design systems
Interaction design
Leading design critiques
Authoring internal design standards

Research

Contextual and behavioral research
Interviewing and surveying
Usability testing
User-behavior data dashboards

Design Founder · Macro

Sep 2021 — Present

Founded and led design for a direct-to-consumer business specializing in patented carb-portioning kitchenware, helping Type 1 and Type 2 diabetics manage blood sugar levels effortlessly while eating at home.

Senior Product Designer · Intuit

Dec 2018 — Aug 2021

Design lead for the QuickBooks app on iOS, Android, and tablet.

- Designed 13 growth experiments in acquisition funnel, increasing new paid subscriptions by 2.3x with no harm to secondary metrics.
- Designed and shipped a new app navigation, increasing day 1 feature discovery from 12.3% to 55.7% for new users.
- Designed and shipped Bill Pay feature, leading to \$83.1M in payments the first month, with growth trajectory of \$1B+ by EOY.

Product Designer · RealBotics, Inc

Dec 2016 — Dec 2018

Led the design for a consumer telepresence robotics platform on iOS, Android, and web. Designed a visual refresh, led user research, and collaborated with CEO in defining and executing product roadmap.

Product Designer · PNC Bank

Nov 2014 — Dec 2016

Designed new desktop web experience to replace previous treasury service handling \$3B+ in payments. Organized design sprints, stakeholder workshops. Created first design system for PNC C&IB.

Product Designer · Fantag

June 2013 — Sept 2014

Designed and built the web experience for videographers using live sports streaming service. Led user feedback sessions to improve product experience, collaborating with CEO, CTO, and engineering.

Software Engineer · CommonRoom

Jan 2012 — May 2013

Designed the end-to-end user experience, and built the front-end and back-end API with Google Maps / Stripe payments integrations. Delivered enhancements to increase activation and retention metrics.

Community

Board member · Carnegie Mellon University

July 2020 — Present

Advise on design curriculum for the Human-Computer Interaction Institute's graduate programs and lead nationwide initiatives to strengthen the educational mission through strategic projects, advocacy, and philanthropy.