

Paul Mackenzie



Senior Product Designer

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01 PROFILE

Product designer with over 15 years of experience driving product innovation and user-centered design in SaaS, B2B, and B2C environments.

Proven track record in elevating design practices and contributing to significant funding rounds and acquisitions.

Expert in modern design tools (Figma, Sketch) and web technologies (HTML, CSS, JavaScript), with hands-on experience in creating scalable design systems and mentoring design teams.

Experience working at high pressure technology incubators (500 Startups, Techstars).

02 EMPLOYMENT HISTORY

03/2009 — Present

Freelance Product Designer

- 15 years of experience partnering with SaaS startups to transform ideas into successful MVPs and product launches.
- Delivered design solutions across diverse industries, including Construction, CX, Marketing, Finance, and AI.
- Created high-fidelity prototypes and MVPs, directly contributing to securing over \$5 million in funding.
- Collaborated with development teams, providing HTML/CSS templates to accelerate project timelines.
- Consistently drove product improvements that supported multiple successful fundraising rounds and acquisitions.

11/2019 — 04/2024

Lead UX/UI Designer at PartnerHero

- Spearheaded the design and successful launch of 4 key internal products, enhancing operational efficiency.
- Established and maintained a comprehensive internal design system, standardising design practices.
- Authored detailed design documentation, facilitating smooth onboarding and consistent design standards.
- Led a major redesign of an external tool, resulting in a significant increase in user adoption.
- Mentored and developed two junior designers, with one advancing to a senior role under my guidance.

- Conducted in-depth user research to drive design decisions and improve user satisfaction.
- Transitioned design operations from Sketch to Figma, streamlining workflows and improving collaboration.

03/2016 — 11/2016

Lead UI/UX Designer at Argo

Berlin

- Conducted a comprehensive audit of the existing system, leading to a full redesign and implementation of a new design system and component library.
- Designed and oversaw the creation of both customer and admin interfaces, enhancing user experience and operational efficiency.
- Developed component libraries that reduced design process time by 30%.
- Conducted user research to improve workflows, resulting in a 20% reduction in support requests.
- Advised on best practices for document management and large-scale form submissions, improving user satisfaction.
- Work conducted led to securing additional funding for the company.

05/2014 — 10/2024

Product Designer at Primeloop

- Joined after a stint at Startup 500 to unify the product offering through a streamlined and cohesive design.
- Successfully redesigned the entire user experience following two major pivots, contributing to the product's strategic direction.
- Provided HTML/CSS templates to expedite development, reducing time-to-market by 25%.
- Designed both web and Chrome extensions, enhancing product functionality and user engagement.
- Created marketing materials, including the front-facing website, which improved brand visibility and user acquisition.
- Work led to the company's acquisition by Retargeter, highlighting the strategic impact of design on business outcomes.

03 EDUCATION

Leeds Beckett University

Web Media Management (BSC)

04 SKILLS

Figma

HTML & CSS

Design Systems

JavaScript

Prototyping

Git

Wireframing

05 LANGUAGES

English