

# Robert Paul

Senior Product Designer

## PROFESSIONAL SUMMARY

Product designer with engineering roots and AI workflow mastery. **Built AirLift end-to-end with Claude Code.** CMU MHCI. Ex-Intuit. Fluent in Figma MCP, design systems, and code.

## EXPERIENCE

### Design Founder, AirLift, San Francisco, CA — 2025–Present

- Shipped first AI Airbnb tool analyzing 112k listings w/ causal inference, built w/ Claude Code
- Applied propensity scoring & computer vision to isolate performance drivers across listings
- Compressed 2-week dev cycles to 2 days using Figma MCP + Claude Code integration
- Built design system from scratch balancing rapid prototyping with scalable foundation

### Design Founder, Macro; San Francisco, CA — 2023–2025

- Led patented product design through acquisition via 40+ user research sessions
- Drove MVP to retail through 8 design cycles, achieved 5/5 rating and design patent
- Translated clinical requirements into accessible UX for users with limited hand mobility

### Senior Product Designer, Intuit; Mountain View, CA — 2018–2021

- Increased subscription conversion 2.3x and feature discovery from 12.3% to 55.7%
- Built component documentation system enabling 7 eng teams to self-serve design specs

### Product Designer, RealBotics; San Francisco, CA — Aug 2018–Dec 2018

- Validated telepresence UX workflows with 15+ users, shipping iterations in 4-month timeline

### Product Designer, PNC Bank; Pittsburgh, PA — Jan 2018–Aug 2018

- Identified 8 critical bottlenecks in legacy software; Redesigned service handling \$3B+ daily

## EDUCATION

Carnegie Mellon University, Human–Computer Interaction — Master’s, 2018

UCLA, Psychology — B.A., 2014

## SKILLS

Figma MCP + Claude Code, Design Systems, Full-Stack Dev, AI Workflows, v0.dev, Cursor

## PRODUCT DESIGN PATENTS AUTHORED

*User interface with interactive elements having dynamically determined functionality*

Patent U.S. 11,973,892 · 2021

*Volumetric Measurement for Nutritional Content*

Patent U.S. 12,018,968 · 2024

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