

Paul Gifford

Product Designer

CONTACT

paulgifford43@gmail.com
626.417.2433

EXPERIENCE

Lead Product Designer

Sagetap • Sep '22- Now • 3.5 yrs

Own the end-to-end UX vision and strategy for Sagetap's B2B marketplace, where technology buyers anonymously match with emerging startups. Partner directly with founders, engineering, and customer success to translate ambiguous business bets into shipped product.

Senior Product Designer

Whipsaw • Jun '19- Jun '22 • 3 yrs

Built Whipsaw's user experience practice from the ground up, establishing UX as a core part of the studio's offering. Partnered with industrial designers to create digital experiences that worked holistically with physical products. Helped client companies define aspirational north-star visions and translate them into human-centered, buildable solutions.

Senior Product Designer

DesignMap (Atlassian) • Oct '18-Jun '19 • 9 mos

Embedded on Atlassian's buyer experience team to redesign the billing and signup flows behind the launch of free and premium tiers across Atlassian's flagship products. Designed high-stakes conversion and monetization experiences serving millions of users, balancing business goals against a frictionless buyer journey.

Product Designer

Google Cloud • Dec '14-May '18 • 3.5 yrs

Designed Google Cloud Media's end-to-end platform for video processing and management, supporting live editing and playback across all connected devices. Tackled complex technical workflows, shaping intuitive experiences on top of sophisticated media infrastructure.

Visual Designer

Sumo Logic • Jul '13-Dec '14 • 10 mos

Developed design direction for campaigns, events, and external communications, shaping the visual voice of the brand across every customer touchpoint.

EDUCATION

CSU Channel Islands

B.A. in Graphic Design and Computer Applications • 2009-2013

La Accademia De Belle Arte- Florence Italy

1 yr study abroad program, Italian, Art History and Studio Arts • 2012- 2013

EXPERTISE

Design leadership, Product strategy, Design ops, Design systems, Multi-platform design, Human-AI interaction, Product discovery, Rapid prototyping, Usability testing

TOOLS

Figma, Claude Code, Claude Design, v0, Cursor, Adobe suite, Webflow, Mixpanel, Framer, Hotjar, Maze, Storybook, Notion, Linear, Typeform, Aftereffects, FinalCut Pro, Descript