PAULO REIS

LONDON, UNITED KINGDOM

DESIGN LEADERSHIP · DESIGN ENGINEERING · USER RESEARCH

Design leader and design engineer with 15+ years across front-end engineering, user research and design leadership. Built Overleaf's UX practice from scratch as the platform grew from 2 to 20 million users, then led product design across three of Digital Science's business segments. Now a player-coach on Dialpad's design team, helping designers work fluently in AI-assisted coding environments without losing the craft. Works with senior management to turn business outcomes into product outcomes, representing the user as a stakeholder.

EMAIL	WEBSITE	LINKEDIN	PHONE
paulojreis@gmail.com	paulojreis.com	linkedin.com/in/paulojreisux	+44 7469 670235

SKILLS & TOOLS

Skills	Design Leadership · Design Engineering · Product Design · User Research · User Experience (UX) · User Interface (UI) Design · Product Leadership · Product Strategy · AI-assisted Prototyping · Agentic Development · Front-End Development · Information Architecture · Accessibility
Tools	Claude Code · Codex · HTML · CSS · JavaScript · TypeScript · React · Vue · Storybook · Figma · Dovetail · UserTesting · Mixpanel · Hotjar · Amplitude · Lovable · Claude Design

EXPERIENCE

Design Engineer, Design Systems

May 2026 – Present

Dialpad · London, United Kingdom

- Act as a player-coach to Dialpad's team of 12 product designers, upskilling them and guiding them through the shift to AI-assisted workflows, from code-based prototypes to production code
- Build tooling that safeguards quality from design to development: AI skills encoding design principles, coding guidelines and design system compliance, plus agents and prototyping sandboxes on Dialpad's stack with real-world data
- Design and evolve Dialtone, Dialpad's design system, across Figma and front-end implementations, driving adoption through shared ownership and contributions from product teams
- Bridge design and engineering with front-of-the-front-end expertise (HTML, CSS, Vue, Storybook), championing accessibility through WCAG-compliant Dialtone components and inclusive design standards

Director of Product Design

December 2024 – March 2026

Digital Science · London, United Kingdom

- Promoted, following the success of Overleaf's UX practice, to lead design across three of Digital Science's five segments
- Led UX strategy, design operations and AI adoption across multiple Digital Science products (including Overleaf), managing a team of six designers and overseeing product design in four distinct product lines
- Led the scale-up of user research: built a research repository and concise playbook, with AI guidance. In six months, 19 designers created 93 projects and 3,209 research records, discoverable across the organisation

Head of User Experience

August 2021 – November 2024

Overleaf, a Digital Science company · London, United Kingdom

- Brought user-centred design into Overleaf's product decisions and took an active role in product leadership as the company scaled from 2 million to 20 million users (3 million monthly active users), with a UX-Lite score of 83.44
- Founded and led Overleaf's UX practice, growing it from zero to four designers
- Led and mentored UX designers through their progression and, with the Product Director and Head of Analytics, wrote a career ladder for product managers, designers and analysts
- Set up research operations: resources, processes and checklists that made user research quicker to plan and run, and set a baseline for its quality
- Introduced a tiered design system while the product kept shipping: shared design tokens in Figma and code, then accessible Storybook components, giving design and engineering a shared vocabulary and accessible-by-default features

EXPERIENCE

Senior Front-End Engineer & User Experience Specialist
July 2017 – July 2021

Overleaf, a Digital Science company · London, United Kingdom

- Merged Overleaf and ShareLaTeX (two competing platforms) through a user-centred strategy of communications, iterative development and mixed-methods research. The merged platform saw a 5% increase in user satisfaction and grew from 1 million combined users pre-merger to 2 million users post-merger
- Designed the merged platform's UI and new features, involving users throughout design and validation
- Implemented merger-related features and new product capabilities in AngularJS, then contributed to the platform's migration to React

Senior Front-End Engineer & User Experience Specialist
June 2016 – June 2017

ShareLaTeX · London, United Kingdom

- Designed and implemented new features in AngularJS, and supported the platform's evolution through continuous framework upgrades
- Led feature design from user research through to implementation, conducting user interviews and validation testing

Senior Software Engineer, Front-End Web Development
February 2015 – May 2016

Robert Bosch GmbH · Aveiro, Portugal

- Developed AngularJS interfaces for an Internet of Things (IoT) platform enabling remote control and maintenance of residential heating systems

Web Developer & User Experience Expert
December 2012 – January 2015

Portugal Telecom Inovação e Sistemas · Aveiro, Portugal

- Provided UI/UX expertise and front-end development for multiple product teams, designing and implementing UIs for operational and business support systems (OSS/BSS) across Portugal Telecom

Software Developer, Interactive Television Application Development
August 2008 – December 2012

Portugal Telecom Inovação · Aveiro, Portugal

- Developed and evolved Microsoft Mediaroom UI components for the Internet Protocol Television (IPTV) platform
- Developed over-the-top (OTT) video streaming applications, extending the IPTV platform's functionality and content delivery capabilities

Talent Programme Trainee, Interactive Television Application Development
June 2007 – August 2008

Portugal Telecom Inovação · Aveiro, Portugal

- Selected for the company's talent programme, a competitive graduate scheme recruiting from leading Portuguese universities
- Helped design and implement the UI for Portugal's first IPTV service (meo), built on the Microsoft Mediaroom platform

EDUCATION

PhD in Information and Communication in Digital Platforms
September 2010 – April 2014

University of Porto and University of Aveiro · Porto, Portugal

- A joint doctoral programme between the Universities of Porto and Aveiro, focused on investigating how digital platforms transform information and communication, with emphasis on human-computer interaction
- Researched qualitatively (with interviews and focus groups) how people blend physical and digital interactions in everyday life, developing a systemic model of hybrid spaces and examining how users incorporate location-based technologies into their daily experiences

Licentiate Degree in Communication Technologies
September 2003 – June 2007

University of Aveiro · Aveiro, Portugal

- A four-year multidisciplinary undergraduate degree combining practical multimedia skills (audiovisual, web, applications, games) with foundations in design, computer science, human-computer interaction and cognitive theory

PROFESSIONAL TRAINING

Storytelling for Influence · Creating impact through the art of storytelling — 2025
IDEO U

Assumption Testing · Quickly determine which ideas will work and which won't — 2023
Product Talk Academy / Teresa Torres

Being a UX Leader · Essential skills for any UX practitioner — 2022
Nielsen Norman Group

PUBLICATIONS

Merging SaaS Products In A User-Centered Way: A Case Study of Overleaf and ShareLaTeX
2021

Extended Abstracts of the 2021 CHI Conference on Human Factors in Computing Systems

Reis, P., Lees-Miller, J. D., & Laqua, S.

SIGCHI Best Case Study Award, ACM CHI 2021

Implications of Locative Media on Infocommunicational Behaviour
2011

Proceedings of the VII Portuguese Communication Sciences Association (SOPCOM) Conference

Reis, P., Carvalho, F., & Mealha, Ó.

Architecture for Transparent Helpdesk System with Multimodal Presence
2010

Proceedings of the 2010 IEEE International Conference on Service-Oriented Computing and Applications

Morgado, L., **Reis, P.**, Carvalho, F., Ribeiro, T., Mestre, P., & Serôdio, C.

reTubing Video Content
2008

Proceedings of the 1st NEM Summit

Reis, P., Dias, H., Carvalho, F., & Cardoso, B.