

# Paulo Reis

PRODUCT LEADERSHIP · PRODUCT DESIGN · USER EXPERIENCE

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## Summary

Product development leader with 15+ years of experience.

Brings a *user-centric yet pragmatic* approach to product development — leveraging user-centricity as a way of driving business outcomes. Strong preference for product leadership roles, translating business goals into user-centred product solutions.

Thrives in cross-functional collaborative environments, employing diverse experience to bridge people and disciplines. Values experimentation, moving fast *without breaking things* and data-informed decision making.

## Skills & Tools

Product Leadership · Product Design · User Research · User Experience (UX) · User Interface (UI) Design · Design Leadership · Design Research · Product Strategy · AI-assisted Prototyping · Information Architecture · Accessibility

Figma · Dovetail · UserTesting · Mixpanel · Hotjar · Google Analytics · Claude Code · Lovable · HTML · CSS · JavaScript · React · Angular JS · Bootstrap · Tailwind CSS · Stark

## Work Experience

### Digital Science

London, United Kingdom

DIRECTOR OF PRODUCT DESIGN

December 2024 - Present

- Following success leading Overleaf's UX practice, promoted to oversee design across three of Digital Science's five segments and respective products
- Lead UX strategy, design operations and AI adoption across multiple Digital Science products (including Overleaf), managing a team of 6 designers and overseeing product design for four distinct product lines
- Scale user-centric design practices and methodologies established at Overleaf across Digital Science's portfolio
- Foster cross-functional collaboration between product, engineering and design teams across multiple business units while maintaining focus on user needs and business outcomes

### Overleaf, a Digital Science company

London, United Kingdom

HEAD OF USER EXPERIENCE

August 2021 - November 2024

- Embedded user-centricity in Overleaf and took an active role in product leadership as the company scaled from two to 20 million users (three million monthly active users), with a UX-Lite score of 83.44
- Established and led an impactful UX practice at Overleaf, from zero to four designers
- Led and mentored UX designers through their career progression, challenges and objectives, establishing a career ladder in collaboration with other product leads
- Established research operations — a set of resources, processes and checklists to streamline user research activities whilst ensuring a baseline level of quality
- Established a design system which streamlined collaboration between design and engineering and scaled up the impact of UX decisions

### Overleaf, a Digital Science company

London, United Kingdom

SENIOR FRONT-END ENGINEER & USER EXPERIENCE SPECIALIST

July 2017 - July 2021

- Successfully merged Overleaf and ShareLaTeX (two competing platforms) by implementing a user-centred strategy of communications, iterative development and mixed-methods research, with a 5% increase in user satisfaction and growth in number of users (from 1 million combined users pre-merger to 2 million users post-merger)
- Designed the new merged platform UI, as well as new features, with frequent user engagement (from design to validation)
- Implemented merger-related features and new product capabilities in AngularJS, then contributed to the platform's migration to React

### ShareLaTeX

London, United Kingdom

SENIOR FRONT-END ENGINEER & USER EXPERIENCE SPECIALIST

June 2016 - June 2017

- Designed and implemented new features in AngularJS while supporting the platform evolution through continuous framework upgrades
- Led end-to-end feature design from user research to implementation, conducting user interviews and validation testing to ensure high-quality UX

### Robert Bosch GmbH

Aveiro, Portugal

SENIOR SOFTWARE ENGINEER — FRONT-END WEB DEVELOPMENT

February 2015 - May 2016

- Developed AngularJS-based user-friendly interfaces for an Internet of Things (IoT) platform that enabled remote control and maintenance of residential heating systems

## Portugal Telecom Inovação e Sistemas

Aveiro, Portugal

WEB DEVELOPER & USER EXPERIENCE EXPERT

December 2012 - January 2015

- 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

## Portugal Telecom Inovação

Aveiro, Portugal

SOFTWARE DEVELOPER — INTERACTIVE TELEVISION APPLICATION DEVELOPMENT

August 2008 - December 2012

- Evolved and developed new 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

## Portugal Telecom Inovação

Aveiro, Portugal

TALENT PROGRAMME TRAINEE — INTERACTIVE TELEVISION APPLICATION DEVELOPMENT

June 2007 - August 2008

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

## Education

### University of Porto and University of Aveiro

Porto, Portugal

PH.D. IN INFORMATION AND COMMUNICATION IN DIGITAL PLATFORMS

September 2010 - April 2014

- A joint doctoral programme between the Universities of Aveiro and Porto, 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

### University of Aveiro

Aveiro, Portugal

LICENTIATE DEGREE IN COMMUNICATION TECHNOLOGIES

September 2003 - June 2007

- A multidisciplinary 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

IDEO U

2025

### Assumption Testing: Quickly determine which ideas will work and which won't

PRODUCT TALK ACADEMY / TERESA TORRES

2023

### Being a UX Leader: Essential skills for any UX practitioner

NIELSEN NORMAN GROUP

2022

## Publications

### Merging SaaS Products In A User-Centered Way — A Case Study of Overleaf and ShareLaTeX

EXTENDED ABSTRACTS OF THE 2021 CHI CONFERENCE ON HUMAN FACTORS IN COMPUTING SYSTEMS

2021

- Authors: Reis, P., Lees-Miller, J. D., & Laqua, S.
- Awarded the SIGCHI Best Case Study Award at the ACM CHI2021 Conference

### Implications of Locative Media on Infocommunicational Behaviour

PROCEEDINGS OF THE VII PORTUGUESE COMMUNICATION SCIENCES ASSOCIATION (SOPCOM) CONFERENCE

2011

- Authors: Reis, P., Carvalho, F., & Mealha, Ó.

### Architecture for Transparent Helpdesk System with Multimodal Presence

PROCEEDINGS OF THE 2010 IEEE INTERNATIONAL CONFERENCE ON SERVICE-ORIENTED COMPUTING AND APPLICATIONS

2010

- Authors: Morgado, L., Reis, P., Carvalho, F., Ribeiro, T., Mestre, P., & Serôdio, C.

### reTubing Video Content

PROCEEDINGS OF THE 1ST NEM SUMMIT

2008

- Authors: Reis, P., Dias, H., Carvalho, F., & Cardoso, B.