

# Paul Mathisen

## Product and Brand Designer

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Phone number  
upon request (:

Brooklyn,  
New York City

## Experience

### 2021–2024 **GoPro** Freelance Senior Designer

Brooklyn, NY Alongside the web, email, app, event, and campaign teams, I worked on a wide range of brand and product projects. On the brand side, I led the design and build of the company's first online brand center, led the design and animation for a livestream event series, and churned out a whole bunch of event logos. For the product side, I worked on a complete overhaul of the website, and created design systems for the email and app teams.

### 2023 **Plaid** Freelance Senior Designer

Brooklyn, NY Designed and implemented an internal tool within Figma that gathered and organized product screens and user flows to be used company-wide in the website, presentation decks, events, and within the product itself. A front-end interface and walkthrough ensured that product shots were easy to find, while the tool itself ensured that the shots were visually consistent, comprehensive and accurate.

### 2022 **Hero Digital** Freelance Senior Designer **Clients:** Hancock Whitney Bank, U.S. Bank

Brooklyn, NY Developed design systems for two bank clients: one for the consumer website of U.S. Bank, and one focused on emails for Hancock Whitney Bank. Both libraries were built from the ground up and applied to relevant design projects, which in turn were used to further expand and refine the libraries.

### 2020–2022 **Digitas** Freelance Senior Designer **Clients:** Bank of America, Gore

Brooklyn, NY Worked on several product design projects for Bank of America and Gore. The majority of the Bank of America work was focused on expanding the design library for the consumer website and creating new content features for it. For Gore, our team created their first product design system and implemented it onto two websites: a B2B e-commerce platform and a product education portal for the Japan market.

## Education

### 2012–2016 **Pratt Institute**

Brooklyn, NY Communications Design B.F.A. with Honors, Graphic Design Concentration

## Skills

Figma, Sketch, Principle, Lottie, Webflow, Photoshop, Illustrator, InDesign, After Effects, HTML, CSS, Javascript, Blender

References available upon request.