Paco Puylaert
Product designer

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EXPERIENCE

Co-Founder & CEO (Product Design lead) / Soltype

Oct 2021 - Present · 1 yr 6 mos - soltype.io

Making things happen at Soltype. A web3 publishing platform unlocking new business models for authors and writers by leveraging blockchain technology. I've been leading product design (product discovery - problem definition, ideation, design & prototyping, testing, and supported implementation)

Product & Brand Designer / Tonsser (1M+ users)

Jan 2019 - Dec 2020 · 2 years - tonsser.com

Joined as an intern, got hired to strengthen the product team and elevate brand identity through impactful visual design. Affirmed myself as Product & Brand designer working closely with management to define problems and lead creative sessions. Turned ideas into prototypes, tested them and derived insights to then produce high fidelity designs ready to be developed.

Product Designer / Harvard · *Contract*

Jun 2021 - Aug 2021 · 3 mos - flourishing.app

Designed The Human Flourishing Program's app for Harvard's Institute for Quantitative Social Science. Turned proven science flourishing methods into engaging platform designs that help Harvard's staff to flourish and grow.

Product & Brand Designer / DEMI · *Contract*

Dec 2020 - Jan 2021 · 2 mos - linkedin.com/company/demicommunity

Supported founder Ian Moore raise USD 1.4M by creating compelling pitch decks, vision designs and prototypes for investors.

Product Designer / Shape Games · *Contract*

Feb 2021 - Apr 2021 · 3 mos - shapegames.com

Joined the Shape Games Product team to create a scalable design system, a component library and facilitate the transition to Figma.

Product Designer / IIAM.

Jul 2018 - Dec 2018 · 6 mos

Led product design and management for their App development

EDUCATION

DTU - Technical University of Denmark (MSc) in

Technology Entrepreneurship

2021 - 2023

The Hague University of Applied Sciences (BSc) in

User Experience Design

2016 - 2019

INDUSTRY KNOWLEDGE

Product Design

User Experience

User Interface

Design systems

User research

Interaction Design

Product Discovery

Rapid Prototyping

Design thinking

Graphic design

TOOLS & TECHNOLOGIES

Figma, Sketch, Webflow, After Effects, Github, Visual Studio Code, Google workspace

OTHER SKILLS

Product management, Public speaking, HTML, CSS, JavaScript, Jira, Business models, Persuasive design, Entrepreneurship, Communication

LANGUAGES

Eng. - It. - Nld. - Sp. - Fr.