

Paul Best

Overview

I have 14+ years experience as a strategic design leader, team manager, and practitioner. I lead teams to help them reach their highest potential. My style emphasizes collaboration and quality of craft, and I've consistently improved the effectiveness of my teams' culture and execution.

Experience

The Washington Post

Washington DC + NYC

Product Design Director ——— **Dec 2022-Present**

I lead Core Product Design and Design Systems, aligning design strategy with business goals and user needs across web and app platforms.

- Shipped app personalization driving a 10% growth in WoW habitual use
- Redesigned core app feed, reducing content discovery complaints by 42% in one quarter
- Launched AI-powered listening experience, 130% increase in audio starts. We now have generated hundreds of million listens, getting adoption from ~25% of our audience
- Released open-source design system, adoption across >1,000 eng. projects.
- Delivered new ad strategy growing revenue (>\$1mil) with a lower ad density

Product Design Manager ——— **April 2021-Dec 2022**

Grew team from 5—25+, introduced new formats and tools, and sustained habitual use amid a 30% industry drop in news consumption. I established a job leveling system and a culture of experimentation.

Product Design Lead ——— **Mar 2020 - April 2021**

Led article design across platforms with a team of 3–5, delivering pandemic trackers, 2020 election results, and more—our experimentation drove a 15% lift in recirculation

iStrategyLabs

Washington DC

UX Director ——— **Mar 2016-Jan 2020**

Led a team of 5 designers and strategists, serving as creative lead on Webby-honored products and key contributor to \$2M+ in new business wins.

Ripe

Washington DC

Senior Designer/Developer ——— **Nov 2013 - Mar 2016**

Led all web design and front-end eng. efforts at a boutique design agency. Built design system starter and delivered dozens of projects in budget.

Education

Michigan State University

Dual B.A. Urban Planning & Finance, Cum Laude
2006-2010