

Paul Buttle

Product Designer & AI Advocate

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PROFESSIONAL SUMMARY

Product Designer with 15+ years of experience designing consumer-facing digital products, SaaS platforms, and community-driven ecosystems. Former Content Director at Nexus Mods, where I led the platform's complete responsive redesign and introduced features including Collections and Donation Points.

I specialise in turning complex systems into intuitive, scalable experiences, with deep expertise in design systems, user research, growth-focused design, and cross-functional product delivery. I'm equally comfortable running a 25,000-response user survey as I am prototyping a working application in Cursor over a weekend.

A lifelong gamer and founder of WeThePlayers.com (a video game database and community platform with 126,000+ games), I bring a genuine understanding of gaming communities, UGC ecosystems, and the motivations of both creators and consumers within them.

EXPERIENCE

Breathe HR March 2023 - Present

Product Designer

First designer hire at Breathe, a SaaS HR platform. Responsible for establishing the entire design function from the ground up and driving the product's modernisation.

- Built a comprehensive design system from scratch, introducing Figma as the company's design tool alongside prototyping workflows and Maze for user research and focus groups.
- Led the redesign of the core SaaS product, improving user flows and interface consistency across the platform.
- Introduced Zeroheight and Storybook to document and track design assets, creating a single source of truth for designers and engineers.
- Established Notion as the product-wide documentation hub, improving cross-functional alignment.
- Pioneered the use of AI tools (Cursor, Claude Code) within the organisation to rapidly prototype and showcase ideas to customers, winning the group-wide AI award twice.
- Designed and built agentic flows, demonstrating how AI could enhance the product experience.
- Championed the platform's rebuild into Next.js, collaborating closely with engineering on the technical migration.

We The Players November 2018 - Present

Owner & Designer

Founder of We The Players, a community-driven video game database featuring 126,000+ games with ratings, reviews, collections, and screenshots. A passion project built to be the "Letterboxd for video games."

- Designed the complete platform from concept through to launch, including investor pitch decks, brand identity, UX/UI design, and marketing assets.
- Managed the full product lifecycle: user research, information architecture, wireframing, high-fidelity design, and product management.
- Recruited and managed an external development agency for the initial build, before rebuilding the entire platform independently using AI-assisted development tools.
- Transitioned design workflow from Sketch to Figma and evolved the platform's design system across multiple iterations.

- Co-host of the “We The Players” podcast, engaging directly with the gaming community.
- Write gaming content under the TokenGeek brand, producing reviews, industry analysis, and opinion pieces.

Nexus Mods

July 2015 - November 2017

Creative / Content Director

Led the complete redesign of Nexus Mods, the world's largest game modding platform (now 71M+ members, 21B+ downloads), transforming it from a non-responsive legacy design into a fully responsive, UX-focused experience.

- Directed the end-to-end redesign of the platform, improving user flows, content discovery, and mod surfacing to help users find hidden gems more easily.
- Introduced Collections and Donation Points, two features that transformed how users discover and support mod creators, both of which remain core to the platform today.
- Achieved a 200%+ increase in total membership and premium subscribers following the redesign.
- Deployed analytical tools including Hotjar heatmaps and Piwik to gain actionable insights into user behaviour across every page type, directly informing design decisions.
- Ran a community survey that received 25,000+ responses in a single weekend, identifying key areas for UX improvement and demonstrating deep community engagement.
- Created user requirement specifications, acceptance criteria, wireframes, and design documentation for multiple concurrent projects.
- Introduced the platform's first style guide, establishing design principles that guided future development.
- Built and managed a Community Management team including a social media specialist, designer, and community manager, plus recruiting volunteer moderators from within the community.

Self-Employed

April 2012 - June 2015

Designer / Photographer

Contracted designer and photographer specialising in advertisement campaigns, brand imagery, and client consultation. Corporate clients included O'Brien, Hybrid Wakeboard Magazine, Alliance Wakeboard Magazine, and CTI Knee Braces.

- Provided expert creative direction and consultation for corporate and individual clients on brand expression and visual identity.
- Delivered full-scale professional photography and design services across advertising, editorial, and events.

ClinIntel (acquired by Parexel)

January 2009 - March 2012

Co-Founder & Creative Director

Founding member of a SaaS-based clinical trial forecasting and management platform that enabled pharmaceutical project managers to take control of their own studies. ClinIntel was acquired by Parexel.

- Responsible from inception for the UX/UI of the web-based application, mapping user journeys and designing interaction flows for complex data-driven workflows.
- Created all design and testing documentation from initial user requirement specifications through wireframes, high-fidelity screens, and user acceptance testing.
- Implemented regular design sprints to encourage cross-functional input and rapid iteration.
- Simplified complex pharmaceutical data and workflows into clear, approachable interfaces for non-technical users.

SKILLS

Design & Research:

Figma • Prototyping • Design Systems • Zeroheight • Storybook • User Research • Maze • Hotjar • Usability Testing • Accessibility • Responsive Design

AI-Augmented Prototyping:

Cursor • Claude Code • Kilo • AI-assisted code-based prototyping • Agentic workflow design

Product & Strategy:

Paul Buttle • References available upon request.

Growth Design • Experimentation • User Lifecycle Optimisation • Data-Informed Design • Product Documentation • Agile/Cross-Functional Delivery

Tools & Platforms:

Figma • Notion • GitHub • Supabase • PostHog • Pendo • Mixpanel • Balsamiq • Sketch

SIDE PROJECTS

VGDB.co (vgdb.co)

A community-driven video game database cataloguing over 190,000 games across 200 platforms and fifty years of gaming history. Built for players and collectors to track a backlog, write reviews and curate collections.

WordGrid.app (wordgrid.app)

A daily word puzzle game (Boggle meets Scrabble) built entirely using AI-assisted development. Features daily puzzles, leaderboards, and private leagues. Designed and shipped in a single weekend.

OpenFloor.co (openfloor.co)

An anonymous (but moderated) Q&A platform designed for company meetings. Built and shipped in a weekend using Cursor, Supabase, and AI-assisted development.

WHAT SETS ME APART

- I'm a customer first thinker. Everything starts with the user. Whether it's running a 25,000-response community survey, deploying heatmaps to understand real behaviour, or sitting in focus groups through Maze, I ground every design decision in genuine user insight rather than assumption.
- I ship with AI. I don't just design in Figma and hand off. I prototype working applications using Cursor, Claude Code, and modern AI tools, bridging the gap between concept and code faster than traditional workflows allow.
- I think in systems. From building Breathe's design system from scratch to introducing Nexus Mods' first style guide, I create the foundations that let products scale consistently.
- I understand UGC communities. As the founder of We The Players and a lifelong gamer, I know what motivates creators and consumers in community-driven platforms.