Paul Buczkowski

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ABOUT

AI-native Product Designer | 10+ years of brand, web, and digital design with a BFA in Graphic Design. Designs the product, then directs AI to build and ship it, concept through launch. Four products shipped solo, one live on the App Store.

SKILLS

Design:
Figma, Visual Design, Brand Design, Visual Identity, UI/UX Design, Typography, Layout, Prototyping, Wireframing, Micro-Interactions, UX/UI Design, Responsive Design, Design Systems, Design Tokens, Component Libraries, Accessibility (WCAG), Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)

Web (hand-coded):
HTML, CSS, Bootstrap, WordPress, Responsive HTML Email

AI & Automation:
Claude Code, Cursor, LLMs, AI-Assisted Prototyping, Prompt Engineering, AI Skills Authoring, Markdown Instruction Sets, Claude API, ChatGPT, GitHub Copilot

Builds with (AI-directed):
React, TypeScript, Next.js, Astro, Tailwind, Swift/SwiftUI, Python/Flask, PostgreSQL, Stripe, Git, CI/CD, Vercel/Railway/Cloudflare

Marketing:
HubSpot (Email, Forms, Workflows, Automation), Google Analytics, SEO, PageSpeed Insights

PROJECTS

The Recall Record - recallrecord.com - 2026

A weekly visual record of US consumer product recalls, built from CPSC public-domain data.

- Turned 9,900 recall notices into one finding: Amazon-only recalls went from zero in 2004 to nearly half in 2026
- Rebuilt search around product names when the data showed only 3.5% of recent recalls carry a UPC
- Directed AI to build on React/TypeScript, deployed to Vercel; data builds to static JSON, no server

IsoRide - Native iOS app (App Store), designed & shipped solo - 2026

Cycling weather safety app that gives riders a go/no-go decision based on real-time conditions.

- Reframed a noisy weather feed into one glanceable verdict (Ride / Caution / Delay / Don't Ride)
- Designed the trust layer for uncertain data: a freshness indicator that shifts to caution as data ages, honest hedging when shelter reachability is unknown, and a stale-data guard
- Designed the UI, widgets, and Live Activities, and built the design system in Figma; directed AI to build in Swift/SwiftUI on WeatherKit

MyEBikeLaw - myebikelaw.com - 2026

Neutral e-bike compliance checker that turns confusing state law into one clear verdict, with statute citations and a carrier directory. New Jersey and Hawaii live, seven more states tracked.

- Designed the flow for clarity under stress: plain language over legalese, one clear verdict, and an obvious next step
- Designed against the product's own interest: each tracked bill is timestamped with when it was last verified, and says plainly when a bill does not add a requirement
- Built the design system in Figma; directed AI to build on React/TypeScript, deployed to Cloudflare

GamerStats - gamerstats.gg - 2026

Full-stack gaming stats platform with cross-platform profile reports for Steam, League of Legends, and Battle.net.

- Designed one readable report layout that unifies very different data from each platform into a single visual system
- Designed the interaction layer: sliding-pill selectors, count-up stats, and animated SVG rings
- Directed AI to build full-stack on React/Flask/Postgres; integrated Claude API for chat insights

EXPERIENCE

AI-native Product Designer - Freelance - 2022–Present

- Designed and built custom client sites in WordPress, Square Online, and hand-coded HTML/CSS, with a focus on performance and accessibility from day one.
- Worked end-to-end with small-business clients from discovery and design through launch, SEO, and maintenance.
- Shipped production web and iOS products end to end, directing AI from UI/UX through build and deploy.

Senior Marketing Designer/Developer - RollWorks - Jan–Jun 2022

- Owned design and front-end development for landing pages, from concept through launch.
- Built a staging environment for the main marketing site so the team could test features before production.
- Audited and improved site performance using PageSpeed Insights, shipping a steady stream of Core Web Vitals fixes across the marketing site.
- Designed static and animated display ads and sales collateral.

Web Designer/Developer - PNY Technologies - 2018–2021

- Designed landing and product pages, email campaigns, social assets, and forms for PNY's consumer and B2B lines.
- Built and managed HubSpot workflows and subscription lists; assisted the print team on collateral, including a B2B trade show booth.

Multimedia/Web Designer - Ramsey Auto Group - 2016–2018

- Designed / hand-coded responsive email campaigns for the dealership group's monthly marketing pushes.
- Created social media content and animated video intros for marketing campaigns.
- Collaborated on major website redesigns, and selected and interviewed new hires for the web team.

Web Designer/Co-Founder - THEHEADWALK.COM - 2016–2017

- Co-founded and ran the design and front-end build for a NJ-based music and culture site, owning everything from CMS publishing workflows to feature implementation.
- Partnered with a writer to source, edit, and publish original articles covering the local hardcore punk scene.
- Shot show photography and designed event posters for the site’s live music coverage.

Web Content Editor - Getty Images - 2016

- Managed Olympic Games landing page content through Getty's e-commerce CMS during live event coverage.
- Created photo set headlines and news features for the landing page, and curated featured image sets.
- Coordinated with Getty teams across global offices to develop story arcs around photo sets in real time.

Digital Photo Editor - National Basketball Association - 2014–2015

- Selected, edited, and published live game photos for NBA, WNBA, and G-League broadcasts and digital channels.
- Captioned and uploaded photos for sale, and handled second edits and game backups.
- Retouched and restored archival photography.

EDUCATION

Scrimba - React Course - June 2025

American Graphics Institute - Google Analytics Training - February 2019

Montclair State University - B.F.A. in Graphic Design with Honors - May 2014