



Paulo de Vries

Senior Product Designer × CRO · builds AI

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Senior product designer and conversion specialist with ten years making big-brand products convert at **Mediahuis** and **dentsu**. I prove what works with experiments, not opinions: I built my group's experimentation platform and tooling, and recent A/B tests lifted subscription conversion **+22%** and **+20%**. I also build the AI inside products now, from autonomous agents in production to getting pages cited by ChatGPT.

SKILLS

Conversion & experimentation

A/B testing, funnel analysis, Contentsquare

Measurement

Google Tag Manager, GA4, Search Console

Design

Figma, UX/UI, design systems

Build

HTML/CSS/JS, GitLab, Claude Code, MCP, autonomous agents

BUILDING

- **AcePilot** — a self-improving multi-agent OS, built solo; runs unattended in production behind a guardrails layer.
- **TaskPrio** — a task queue for AI agents (MCP server + REST API). Live at taskprio.com.
- **GEO** — get pages cited by ChatGPT and Perplexity; doubled one site's visitors from AI answers.

EDUCATION

BA, Design Academy Eindhoven

Man & Communication, minor Marketing

CERTIFICATION

Contentsquare Certified

2023

LANGUAGES

Dutch — native

English — fluent

EXPERIENCE

Senior CRO Specialist & UX Designer · Mediahuis

2023 – PRESENT · AMSTERDAM · TELEGRAAF, NRC, DUMPERT

- Redesigned the De Telegraaf subscription shop, its design based on an AI analysis of Europe's best subscription shops; the A/B test lifted conversion **+22%**.
- Renamed a subscription tier from "Basic" to "Start", lifting conversion a further **+20%**.
- Built the group's **Experimentation Hub** — one central platform for every A/B-test plan and analysis across Mediahuis.
- Built an internal **A/B-test builder** that turns a variant's design (a JPG) into standardised, tag-manager-compliant test code, so experiments ship simply and to spec.
- Own the experimentation loop end to end: hypothesis, design, tracking (GTM, GA4), A/B test, and analysis, working directly in the dev team's repo (GitLab).
- Drive discovery, roadmap input and stakeholder reporting across the subscription funnel.

UX Designer & CRO Consultant · dentsu

2022 · AMSTERDAM

- Conversion and UX consulting for client brands: designed and A/B-tested landing and checkout-continuation pages.
- Brought experimentation discipline to client design work — research and test before shipping.

Product Designer & Marketer · JobBoost

2017 – 2021

- Designed the product end to end and ran growth marketing for a job-matching platform.
- Built and tested landing and onboarding flows, owning the path from first visit to sign-up.

Independent — Conversion & growth

SELF-DIRECTED

- Grew a local fitness studio to **700+** bookings a month with conversion work and organic social — the same CRO craft, end to end.

paulodevries.com — I design products that convert, prove it with experiments, and build the AI inside them.