

Al Abut, *product designer & startup founder.*

alabut.com

alabut@gmail.com

858 603 1820

Product management

Product design

UI/UX

High-fidelity prototyping

Usability research

HTML, CSS, Figma

CollegeVine Senior Product Designer // 2022

Led design and product teams for new initiatives. Ideated and launched two business units that were revenue-generating from day one and of IPO-worthy strategic importance.

SiteScape Head of Product // 2021

(ACQUIRED BY FARO IN 2022)

Rebranded and redesigned marketing and apps to launch paid enterprise plans. Developed product roadmap to add iOS-native customer segment.

Enzyme Director of Design // 2018

Built out new features and onboarding for a highly complex enterprise app for FDA-regulated medical devices.

Partnered Chief Product Officer // 2015

Led a Y Combinator team to transform a rough prototype into a premium paid product and landed first paying customers.

Referly Chief Design Officer // 2012

Co-founded a Y Combinator company, a social network for consumer shopping.

isocket/BuyAds Senior Product Designer // 2009-2011

(ACQUIRED BY RUBICON IN 2015)

Redesigned an early stage product and expanded a small roster of early adopters into a healthy base of satisfied customers.

Cake Financial Senior Product Designer // 2009

(ACQUIRED BY E-TRADE IN 2010)

Pivoted a finance startup with a small skeleton crew and successfully launched a new product in 6 weeks.

Diddit/Ludic Labs UX & Interaction Designer // 2007-2008

(ACQUIRED BY GROUPON IN 2010)

WagerWorks/IGT Flash Developer // 2005-2007

UC San Diego Programmer/Analyst // 2001-2004

Education

UC San Diego // 1993-1999

Undergraduate Studies in Neuroscience