Cody Alder

Product Designer | User Experience Designer

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	Austin, TX 78721
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experience

Handsome
Experience Designer | February 2020 – Present
Research, develop, and validate target audiences, user personas, and business opportunities for client engagements. Craft and refine clients' Product Strategy based on research insights, user needs/pain-points, and market trends. Ideate and design compelling novel experiences and optimizations of existing user systems to achieve business goals.

Merlin Labs
Senior Product Designer 1 | December 2018 – January 2020
Carry out and facilitate UX Research, insight analysis, and Product Design for a multi-tenant platform that supports customers through all phases of the home buying journey. Work with cross-functional teams aiming to solve complex business problems with a consistent and delightful user experience. Guide key stakeholders on the future direction of technologies and best user practices by presenting research findings and insights. Provide mentorship, guidance, and leadership for the Product Design team.

Funsize
Product Designer (Contract) | February 2018 – December 2018)
Work within Facebook & Instagram Growth teams to lead, collaborate, ideate, refine and test new features and products within the Facebook Family of Apps ecosystem aimed at helping Small Business across the world grow and thrive.

Jackrabbit Mobile
Product Designer (Contract) | June 2017 – December 2017
Lead design and insight discovery for client projects. Facilitated workshops, User Research, Design Thinking Methodologies. Responsible for strategizing and helping build 'Product Strategy' as a service offering for Jackrabbit clients.

Music Meets Video
Product Designer (Contract) | March 2017 – December 2017
Designed the entire user-facing Music Meets Video mobile app. Starting with User Research & Product Strategy, I facilitated usability testing to validate proof of concept and prototype design. I also created production mock-ups with visual language styles and delivered respective specification sheets for engineer hand-off.

SpaceCraft
Junior Designer | May 2015 – June 2017
Responsible for the Creative Direction, design, & Project Management of customized Responsive Websites for clients, while also leading Design & Research initiatives for new Marketing Campaigns, Templates, new features, and UX improvements to the SpaceCraft platform.

The Texas Observer
Graphic Design Intern | June 2014 — May 2015

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Product Designer   User Experience Designer   Design Researcher

education   **The University of Texas at Austin**
Bachelor of Fine Arts in Design | August 2010 – May 2015

skills   **Technical Skills**
Sketch App, Figma, FramerX, Adobe CC Suite (Photoshop, Illustrator, InDesign, etc.),
Origami, Keynote, InVision, Design Systems (DSM), UserTesting.com, Wire-framing, Prototyping,
UX Research, Visual Design, Responsive Design, Typography, Photography, Agile, Lean,
Design Thinking, & Workshopping.

Soft Skills
Facilitation, Collaboration, Empathy, Teamwork, Communication, Creativity, Budgeting,
Project Management, Mentorship, Time Management, Presentation, Public Speaking, Adaptability,
Problem-Solving, Leadership, and Initiative.

awards   **USAFL National Champion**
2016, 2017, & 2019 – Austin Crows Australian Football Club

Core77 Design Awards
512 Stew – Visual Communications Runner Up 2014