

Chad Alderson

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HIGHLIGHTED EXPERIENCE

UX Designer & Principal Product Owner, SaaS *Chico, Ca. (remote)*

July 2022 - April 2024

PubRocket.fm is a generative AI marketing automation tool for podcast publishers and creators.

- **Product & UX Design:** Led product requirements, UX design, and user flows, creating a cohesive end-to-end user experience. Designed and implemented the front end using Jinja2 and Tailwind CSS.
- **Prototyping & User Testing:** Developed low-fidelity prototypes to validate design assumptions, iterated based on user feedback, and ensured usability across all interfaces.
- **Customer-Centric Roadmap:** Developed a user-focused product strategy and roadmap, ensuring alignment with both business goals and customer needs.
- **End-to-End Prototyping:** Designed and developed comprehensive end-to-end prototypes for PubRocket.fm, validating user flows and ensuring seamless integration across the platform.

CORPORATE EXPERIENCE

Product Owner, Web & Digital UX Lead *Santa Clara, CA (remote)*

Jun 2020 - April 2023

DataStax Inc. is The One-stop GenAI Stack - Integrated with LangChain, Vercel, GitHub Copilot and more.

- **Global UX Strategy:** Spearheaded UX strategy for DataStax's digital platforms, including a massive rebranding and migration of over 7,000 web pages to Sanity.io, enhancing user experience globally.
- **Localization & Usability:** Collaborated with Transifex for market localization, conducting usability studies to tailor experiences for diverse user groups across NA, EMEA, and APAC regions.
- **A/B Testing & CRO:** Led continuous A/B testing and conversion rate optimization efforts, resulting in a 20% increase in web traffic and a significant boost in user engagement.

Senior Product Manager & UX Lead *San Jose, CA (on site)*

Feb 2005 - Mar 2010

eBay, Inc. Research and Development - A/B Testing Platform.

- **A/B Testing Platform:** Designed and managed the UX for eBay's proprietary A/B testing platform, focusing on optimizing user interactions and processing millions of page views daily.
- **Prototyping for Optimization:** Created detailed end-to-end prototypes for eBay's proprietary A/B testing platform, enhancing the UX design to optimize user interactions and support large-scale experimentation.

eBay, Inc. Vertical Search Experiences: Clothing and Accessories, Books, Movies & Music.

- **Vertical Search UX:** Led UX design for eBay's vertical search experiences in Clothing & Accessories and other categories, improving personalization and overall user satisfaction.

eBay, Inc. Search Results Page (SRP).

- **Search Results Page Optimization:** Revamped the UX of eBay's Search Results Page (SRP), enhancing relevance and increasing purchases through improved classification systems.

Usability Researcher & UX Designer *Fremont, CA (on site)*

Feb 2002 - Mar 2005

Propel Software Corporation. A SaaS platform for building e-commerce websites with best-in-class design patterns.

- **Usability Research & Design:** Spent two years in a dedicated usability lab, closely observing and analyzing user interactions with various e-commerce checkout funnels, browse pages, and search functionalities. This hands-on research provided deep insights into which design patterns were most effective and why.
- **User-Centered Design for E-commerce:** Applied findings from extensive usability testing to create scalable, reliable, and user-friendly interfaces for Propel's e-commerce solutions. These insights were directly integrated into the product, enabling online retailers to implement best-in-class user experiences.
- **Prototyping & Iteration:** Developed both low and high-fidelity prototypes based on usability lab findings, refining the user experience iteratively. Ensured that the final product solutions met both user needs and business objectives, improving overall e-commerce performance.
- **Cross-Functional Collaboration:** Worked closely with product management and engineering teams to bake successful design patterns into Propel's platform, creating a standard for e-commerce site development that was both intuitive and scalable.
- **Influence & Innovation:** Leveraged user behavior insights to influence product strategy, contributing to Propel's mission of revolutionizing e-commerce by offering a faster, more reliable, and effective solution for online retailers.

ENTREPRENEURIAL EXPERIENCE

Product & UX Design *Chico, CA (remote)*

Jan 2021 - 2024

J's Shotgun Spread is a premium CPG (Consumer Packaged Goods) brand, delivering chef-crafted garlic, provolone, and parmesan condiments that elevate a variety of dishes.

- **Ecommerce UX:** Designed and engineered a scalable ecommerce platform on Shopify, optimizing the UX for both B2C and B2B sales.
- **Branding & Digital Strategy:** Led the UX design and branding efforts across web and print, driving brand recognition and product demand through a cohesive user experience.

Product & UX Design *Chico, CA (remote)*

Jun 2017 - Mar 2021

Barbless.co uses innovative technology and media to break down various tips, tactics, trends, and observations that help people become better anglers and conservationists - *"Know Better. Fish Better"*.

- **Interactive Prototyping:** Developed and refined end-to-end prototypes for Barbless.co, focusing on educational tools and media interfaces that enhanced user engagement and interaction.
- **Educational UX Design:** Developed educational tools for aggregating real-time USGS water flow data, enhancing UX to improve angler engagement and conservation awareness.
- **Podcast UX & Production:** Designed and produced a podcast network interface that reached over 100,000 downloads per episode, focusing on seamless user interaction and accessibility.

Owner, Product Management and Sales *Chico, CA (remote)*

Jul 2010 - Sep 2020

AMP.build was a software engineering and design consultancy - *"No Bull, Just Build"*.

- **SaaS Project Prototyping:** Led the design and creation of end-to-end prototypes for various SaaS projects at AMP.build, supporting clients with scalable, user-centered designs that met business objectives.
- Led the product definition, development and launch of multiple client SaaS solutions and services, resulting in an **Net Promoter Score of 91**.
- **Client-Centric UX Solutions:** Led UX design and product development for multiple client SaaS solutions, achieving high satisfaction scores and strong user adoption.
- **Team Leadership:** Recruited and mentored a team of designers and engineers, instilling a user-centered design approach in all projects.

EDUCATION

BS in Business, Management Information Systems *Cal State Chico, CA*

Jan 1995 - Dec 1999

SKILLS

Management Skills

- Usability Studies
- Data-Driven Decision Making
- Product Vision
- Stakeholder Management
- Agile Methodologies
- Market Research
- Roadmap Development
- Digital Strategy
- Project Management (Asana, Jira, MS Project, Productboard)
- Business Strategy
- SaaS Ownership
- Sales
- Account Management

Technical Skills

- User-Centered Design (Customer Validation, Usability Testing, Journey Mapping)
- UX/UI Design (Figma, Sketch, Framer)
- Analytics & Testing (Google Analytics, Mixpanel, Semrush Analytics, A/B Testing, Multivariate Testing, Iterative Testing, KPI Reporting)
- HTML/CSS/Tailwind CSS
- Mobile Web & App Development
- CMS & SEO (Shopify, Sanity.io, WordPress, Drupal, Sanity, SEOmoz)
- Python (intermediate)

Marketing & Content Creation

- Content Strategy
- Search Optimized Writing
- Product Marketing
- Podcast Production
- Podcast Host
- Podcast Guest Recruitment

CERTIFICATIONS

- [HubSpot Sales Enablement certified](#) - 2023 to 2025
- [HubSpot Content Marketing certified](#) - 2023 to 2025