

Al Abut, *product designer & startup founder.*

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Product management

Product & visual design

UX & interaction design

Agile development

High-fidelity prototyping

Usability research

HTML, CSS

Adobe Creative Suite

“ *I found the service clear and easy to use.*

Walt Mossberg

Wall Street Journal

REVIEW OF CAKE FINANCIAL

“ *I would and will work with Al in the future.*

Steven A Carpenter

CEO of Cake Financial

ACQUIRED BY E-TRADE

“ *I found his voice uniquely valuable in preventing homogeny.*

John Ramey

CEO of isocket

ACQUIRED BY RUBICON

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 by overhauling the core features, UX, and visual design. Landed first paying customers. Researched larger potential customers and created product roadmap.

Referly Chief Design Officer // 2012

Co-founded a Y Combinator company and responsible for design and product strategy. Created desktop and mobile apps for 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. Ideated and created Buyads.com, a spinoff property and marketplace for premium advertising.

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. Led UX and visual design of the new product, including in-person usability testing.

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 Biology

Worked 3 years in a *Neuroscience Research Lab*

Minored in Theater (*starred in 2 productions*)