

# Al Abut, *product designer & startup founder.*

alabut.com

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Product management

Product design

UI/UX

High-fidelity prototyping

Usability research

HTML, CSS, Figma

“ *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 unique-  
ly valuable in preventing  
homogeny.*

John Ramey

CEO of isocket

ACQUIRED BY RUBICON

**SiteScape** Head of Product // 2021

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 Biology

Worked 3 years in a *Neuroscience Research Lab*