

# Alexa Chomat

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## SUMMARY

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- Product design lead specializing in creative technology products, interactive experiences, and rapid prototype development.
- 5+ years experience building digital products and ventures from concept to launch, applying the human-centered design process to emerging tech development, including Gen AI, Web3, and IoT.

## WORK EXPERIENCE

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### IDEO

September 2024 - Present

#### *Interaction Designer*

Guiding tech innovation for Fortune 500 companies through the design of human-centred products, services, and experiences.

- Built an immersive art simulation, integrating Arduino and Blender to create a 3D experience controlled by live sensing data; installation showcased IDEO's creative tech capabilities, securing a \$150K engagement with a high-profile cultural client.
- Designed an IoT medical device for a global healthcare partner to support heart failure patients; collaborated with industrial designers to supplement the user experience with multi-sensory interactions including UI/UX, audio guide, and haptics.
- Developed a new fintech product for lower-credit customers historically underserved by traditional banks; facilitated cross-functional sprints with 25+ stakeholders to prototype features that empower users to build credit with confidence.

### Wharton Venture Lab

February 2023 - May 2024

#### *Founder, Product Lead*

Invented a patent-pending medical device to protect patients from tourniquet-related nerve injuries during surgery, in partnership with Wharton's incubator and Penn Medicine.

- Conducted deep primary research and user testing with 30+ hospital clinicians; interviewed and observed OR procedures to identify user pain points and determine key opportunities for solutions that could integrate into existing hospital workflows.
- Led a cross-functional team of industrial designers and mechanical engineers through nine product iterations; integrated 3D-printed parts, an electronic timer circuit, and a spring-loaded blade to create a functional prototype for clinical testing.
- Invented a medical device that automatically releases tourniquets from patient limbs; secured a provisional utility patent for the innovation, with projected 81% profit margins and over \$400K in annual savings per hospital customer.

### Caravan; Creative Artists Agency (CAA)

#### *Product Manager*

September 2018 - June 2022

Led ideation for CAA's celebrity startup incubator, developing and launching brands across Web3, gaming, home, and wellness.

- Drove ideation for 15+ DTC brands, including notable launches like the Hanx 101 gaming platform with Tom Hanks, Carrie Underwood's fit52 health app, and the Yummers pet lifestyle brand with JVN & Antoni of Netflix's *Queer Eye*.
- Hired and managed a cross-disciplinary team of 25+ spanning UI/UX, engineering, and growth marketing; drove agile sprints to lead the MVP development process for mobile apps, web platforms, and consumer packaged goods.
- Spearheaded a beta testing program with 200+ users, applying insights to inform our product roadmap and guide customer acquisition strategies that tapped into a 13M+ social media audience via our celebrity partner channels.
- Managed \$12M+ in venture funding across multiple product launches, aligning product, go-to-market, and business strategy—including a wellness app projected to generate \$18M+ in annual revenue.

## EDUCATION

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### University of Pennsylvania

July 2022 - May 2024

#### *MS Integrated Product Design*

### Ivey Business School; Western University

September 2013 - May 2018

#### *BA Business Administration*

#### *BA Media, Information & Technoculture*

## SKILLS

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- Product Management:** Agile product development, feature roadmapping, strategic market analysis, client management
- Interaction Design:** UI/UX design, user-centered research, sketching, wireframing, rapid prototyping, iterative user testing
- Emerging Technologies:** Gen AI, Web3, IoT, 3D printing, projection mapping, spatial computing
- Digital & Physical Prototyping:** Figma, CAD (Rhino, Fusion360), Arduino, coding (HTML, CSS, p5.js, Python, C++)
- Interests:** Creative tech, interactive art, travelling (30+ countries), kickboxing, dystopian sci-fi, live music