

# Kevin Boodtama

Lead Product Designer

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boodtama.com

## Experience

### *Sprise*

Co-founder

Feb 2021–Present | Raleigh, NC (Remote)

Co-founder of software development agency & product studio.

Built and launched web3 communities with consulting clients, helping them earn over \$2.1M in aggregate revenue.

### *Pally.gg*

Co-founder

Mar 2021–Nov 2023 | Raleigh, NC (Remote)

Bootstrapped a payments-splitting platform to help content creator teams revenue share. Processed over \$600k in payouts to creators across 80 countries. Acquired in 2023.

### *Grubhub*

Senior Product Designer

Feb 2017–Feb 2021 | Raleigh, NC (Remote)

Designed products for restaurants managing their online business. Supported growth in restaurants from 50k to 245k, and daily average orders from 325k to 668k.

Built foundation for corporate group ordering, migrating legacy enterprise clients worth \$56.9M in GMV.

Matured design org by creating new leveling guidelines and coaching design teammates.

### *Zoomer (YC S14)*

Product Designer

Feb 2016–Jan 2017 | San Francisco, CA (Remote)

Third design hire. Led product design lifecycle across a suite of restaurant food delivery logistics software.

Supported growth from 1M to 4M total deliveries in 18 markets, peaking at an \$18M annual run rate with over 6k contract drivers delivering over 10k orders a day. Acquired in 2017.

### *Webonise*

User Experience / User Interface Designer

Jul 2013–Jul 2015 | Raleigh, NC

Designed web and mobile software experiences at an agency.

## Education

### *Appalachian State University*

BFA Graphic Design, 2009–2013

## Skills

UX and visual design

Interaction design and prototyping

Customer research and discovery

Product strategy

Design leadership

Team development

Creative direction

Front end development

Content strategy

Marketing and growth

## Values

### *Ethics*

Creating value while building a just world.

### *Candor*

Truth, tempered with kindness.

### *Purpose*

Moving teams towards a mission-driven future.

### *Ownership*

Being an owner, not an agent.

Accountability over ego.

### *Meritocracy*

Decision-making with the best ideas, no matter where they come from.

### *Growth*

Never stop learning.