Kevin Boodtama

Product Design Leader

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Experience

Code4rena

Head of Product • Apr 2024–Present, Raleigh, NC (Remote)

↰ *Sr. Product Designer* • Feb 2024–Apr 2024, Raleigh, NC (Remote)

Led product design and development of competitive smart contract auditing platform. During tenure, served customers including Coinbase, Arbitrum, Optimism, and zkSync, paying out $5M to security researchers for vulnerabilities found.

Sprise

Co-Founder • Feb 2021–Feb 2024, Raleigh, NC (Remote)

Co-founder of software agency & product studio. Helped clients build web3 communities and earn over $2.1M in revenue.

Pally.gg Acquired

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

Sr. Product Designer • Feb 2017–Feb 2021, San Francisco, CA (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.

Zoomer Acquired

Product Designer • Feb 2016–Jan 2017, San Francisco, CA (Remote)

Designed 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

UI/UX 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

Product strategy
Design leadership
UX and visual design
Interaction design and prototyping
Customer research and discovery
Team development
Creative direction
Front end development
Marketing and growth strategy
Content strategy

Values

Integrity
Creating value while upholding values.

Ownership
Bias towards action. Accountability over ego.

Candor
Truth, tempered with kindness.

Purpose
Moving teams towards a mission-driven future.

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

Growth
Never stop learning.