

Kevin Boodtama

Product Design Leader

(919) 961 9937

kevin@boodtama.com

boodtama.com

PW: *whatbooktaughtyousomethingnew*

About

I'm a product design leader with 12+ years of experience building digital products with cross-functional teams in emerging technologies.

I'm known for:

- Using design thinking to identify strategic product opportunities
- Breaking down abstract complexities into clear, actionable roadmaps
- Delivering exceptional customer experiences that are aligned with business goals and produce measurable impact

I have an authentic leadership style and help design teams mature by mentoring designers, elevating craft, and creating systems with clear expectations that make teams more effective.

Experience

Code4rena

Staff Product Designer • Apr 2024–Mar 2025, Raleigh, NC (Remote)

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

Led product and design of software security auditing platform where researchers compete for bounties.

- Hosted audits for financial organizations with \$40B+ in user funds, generating \$6M+ payouts to security researchers.
- Spearheaded launch of customer web app, improving customer review speed by 49%, speed to deliver final report by 20%, and reducing most common customer complaint of product confusion to near-zero.
- Worked with executive leadership to identify product opportunities, facilitate strategic product roadmapping, define product scope, and oversee design, development, user feedback, and analysis of performance metrics.
- Strategically led a team of 6–8 engineers and designers. Designed high-fidelity interfaces, UX flows, prototypes, and elevated visual craft of our design system. Contributed to full product design lifecycle from vision to delivery in incremental, phased rollouts.
- Improved team efficiency and quality of output by standardizing processes for sprint planning and issue tracking, product documentation, and asynchronous written communication.

Sprise

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

Co-founded software agency & product studio, launching products with a repeatable, systematic process.

- Built various product launches for online communities, generating \$2.1M in revenue for clients.
- Built a loyalty rewards platform for a tech accelerator, serving a community of 3,110 founders, operators, and creatives.

Education

Appalachian State University

BFA Graphic Design, 2009–2013

Skills

Product strategy

Design leadership

Storytelling

User flows

UX and visual design

Interaction design and prototyping

Design systems

Customer research and discovery

User acquisition

Data-driven design

Strategic roadmap planning

Team development

Process development

Creative direction

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 to a mission-driven future.

Meritocracy

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

Growth

Never stop learning.

Pally.gg

Acquired

Co-Founder • Mar 2021–Nov 2023, Raleigh, NC (Remote)

Bootstrapped a payments platform to help creator teams revenue share.

- Designed and developed a responsive web app to send and accept global payments. Processed over \$600k in payouts to thousands of creators across 80 countries. Acquired at 3X ARR in 2023.
- Iterated onboarding flow to find product-led growth loops, resulting in 27% average MoM revenue growth.
- Engineered community-led virality by obsessing over customer engagement. Led sales and user feedback calls, engaged with users across social media channels, and built a user Discord community.

Grubhub

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

Designed products for restaurants managing online orders and facilitating their relationship with Grubhub.

- Improved order management UX, supporting 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.
- Fostered growth in a maturing design org by leading the creation of new career leveling guidelines, improving design team critiques, and mentoring designers.

Zoomer

Acquired

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

Designed interconnected products for food delivery logistics across a wide array of user touchpoints, including a tablet restaurant app, a mobile driver app, and internal driver dispatch and customer support tools.

- 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 by Grubhub.
- As the third design hire, led the product design lifecycle from research, ideation, prototyping, and validation.

Webonise

UI/UX Designer • Jul 2013–Jul 2015, Raleigh, NC

Designed custom web and mobile experiences at a software agency.

- Built products for enterprise clients, startups, and nonprofits, serving hundreds of thousands of users across various industries, including commercial unmanned aircraft systems (UAS), agriculture, and national governing bodies for youth sports.
- Developed user personas, created wireframes and UX flows, and designed UI for learning management platform for NFHS, the leading high school athletics coaching association, serving 60+ courses to over 19.5k high schools and 12M students in all 50 states.

Testimonials

"Kevin is exactly the designer you want on your team. Smart, low ego, comfortable with ambiguity and responsibility. He never shies away from complexity and always delivers elegant solutions. 5/5 would love to work with Kevin again, no notes."

– Travis S., Design Director

"Kevin has a really clear drive to win and a humble collaborative attitude that has made working with him a joy, and from day one with us, has focused on fastest time-to-customer-value."

– Adam A., CEO

"I wanted to acknowledge how great it's been getting to work with you. You came in at a time when I think a lot of us were feeling a little burnt out and you brought such a fresh energy and enthusiasm to everything. That's no small thing. You were exactly the right person, with the right energy and focus, to improve our product at a time when it was really needed, and it was great to see how fast you brought things to a better place."

– Amy T., Head of Marketing

"Thank you so much for writing this up, Kevin—as always, you've distilled the challenges and possible solutions with clarity and concision."

– Lauren B., Head of Customer Success

"You are an incredible designer, and on top of it, you have the hunger and drive to make this product what it needs to be. You are absolutely killing it in all ways, including being an amazing leader."

– Diana P., Lead Product Designer