DUSTIN ALPER

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EXPERIENCE

Tracer
Senior Product Manager
Aug 2020 - Present

Crafted product strategy and roadmap focused on expanding key differentiators and maintaining client retention, leading to first round of funding ($10 mil)

Product Manager & Designer
Jun 2018 - Aug 2020

Managed transition from internal ad-tech tool to stand-alone data aggregation and cross-platform reporting product used by Fortune 500 companies

VaynerMedia
UX Designer
Aug 2016 - May 2018

Defined initial UI and UX patterns laying the foundation for future product success as the first non-engineering hire on the Ad-Tech team (now Tracer)

Publicis
Freelance UX Designer
Aug 2015 - Sep 2015

Led the UX design of a responsive website that promotes the awareness of a skin condition and its treatment Humira

UX Design Intern
Jun 2015 - Aug 2015

Designed over 125 wireframes as the sole UX Designer for the Humira project

A+E Television Networks
Information Technology Intern
Jun 2014 - Aug 2014

Discovered my passion for focusing on micro experience in tandem with macro vision — creating a balanced perspective

EDUCATION

University of Pittsburgh
B.S. Information Science
Aug 2012 - Dec 2015

+ UX Design Concentration
+ Sociology Minor
+ Magna Cum Laude Honors

EXPERTISE

Agile Methodology	HTML
Coda	Invision
CSS/Sass	Jira
Figma	Photoshop
GitHub	Prototyping
High-Fidelity Mocks	Sketch
Hotjar	User Research