

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 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 member 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
Coda
CSS/Sass
Figma
GitHub
High-Fidelity Mocks
Hotjar

HTML
Invision
Jira
Photoshop
Prototyping
Sketch
User Research