

# Al Abut, product designer & startup founder.

**alabut.com**

alabut@gmail.com

868 603 1820

Product management  
Product & visual design  
UX & interaction design  
Agile development

High-fidelity prototyping  
Usability research  
HTML, CSS  
Adobe Creative Suite

“ ***I found the service clear and easy to use.***

**Walt Mossberg**

Wall Street Journal

REVIEW OF CAKE FINANCIAL

“ ***I would and will work with Al in the future.***

**Steven A Carpenter**

CEO of Cake Financial

ACQUIRED BY E-TRADE

“ ***I found his voice uniquely valuable in preventing homogeny.***

**John Ramey**

CEO of isocket

ACQUIRED BY RUBICON

**Enzyme** Director of Design // 2018

Built out new features and onboarding for a highly complex enterprise app for FDA-regulated medical devices.

**Partnered** Chief Product Officer // 2015

Led a Y Combinator team to transform a rough prototype into a premium paid product by overhauling the core features, UX, and visual design. Landed first paying customers. Researched larger potential customers and created product roadmap.

**Referly** Chief Design Officer // 2012

Co-founded a Y Combinator company and responsible for design and product strategy. Created desktop and mobile apps for a social network for consumer shopping.

**isocket/BuyAds** Senior Product Designer // 2009-2011

(ACQUIRED BY RUBICON IN 2015)

Redesigned an early stage product and expanded a small roster of early adopters into a healthy base of satisfied customers. Ideated and created Buyads.com, a spinoff property and marketplace for premium advertising.

**Cake Financial** Senior Product Designer // 2009

(ACQUIRED BY E-TRADE IN 2010)

Pivoted a finance startup with a small skeleton crew and successfully launched a new product in 6 weeks. Led UX and visual design of the new product, including in-person usability testing.

**Diddit/Ludic Labs** UX & Interaction Designer // 2007-2008

(ACQUIRED BY GROUPON IN 2010)

**WagerWorks/IGT** Flash Developer // 2005-2007

**UC San Diego** Programmer/Analyst // 2001-2004

**Education** UC San Diego // 1993-1999

Undergraduate Studies in Biology

Worked 3 years in a *Neuroscience Research Lab*

Minored in Theater (*starred in 2 productions*)