Austin Hudspeth

Senior Staff Product Designer

Los Angeles, CA   austinhudspeth.com   (515) 664-5185   austinhudspeth@gmail.com

WORK EXPERIENCE

Founding Product Designer at Vinil
Jul 2023 - Present

- Guided the org using Lean UX principles to shape an initial MVP and product roadmap that included early user testing, short customer feedback loops, rapid prototypes and iterative development.

- Sole designer executing stakeholder workshops, user journey mapping, wireframing, rapid prototyping, hypothesis testing, iteration, final pixel-perfect delivery and engineer handoff.

- Worked closely with leadership, engineering and legal to go from concept to in-market MVP in 3 months.

Senior Staff Product Designer at Pex
Apr 2019 - Apr 2023

- The first product design hire, leading the 0 to 1 design of Attribution Engine - resulting in Series A raise of $64m.

- Created internal day to day processes that enabled team growth from 19 to 120 employees.

- Led the org through a transformational shift of valuing and allocating resources for user research, hypothesis testing and measured outcomes throughout the product design process.

- Demonstrated and led the organization in Lean UX, Jobs To Be Done and Design Thinking.

- Mentored designers to solve deep problems and deliver career defining work.

Founder & Lead Product Designer at Klean
Sept 2013 - Apr 2019

- Founded and operated a digital agency serving early stage startups to Fortune 500.

- Oversaw product and design direction, strategy and execution of all projects.

- Recruited, hired and managed a high performing 6 person, US-based remote team of designers and engineers.

- Created internal systems for client acquisition, retention and delivery - leading to a profitable agency in the first year.

EDUCATION

Saydel High School   High School Diploma
2010

CERTIFICATIONS

Lean UX & Product Discovery for Agile Teams   Trained by Jeff Gothelf & Josh Seiden
2021

SKILLS

Product design	User research	Methods	Collaboration
UX design	Customer discovery	Lean UX	Cross-functional
Interaction design	Testing hypothesis	Google Design Sprints	Storytelling
Visual design	User interviews	Agile / Scrum	Self-starter
Prototyping	Data analysis		Growth mindset
Design systems	A / B testing		Entrepreneurial

Software	Development
Figma / Sketch	HTML / CSS
Adobe Creative Suite	Webflow
Framer / Proto.io	WordPress