

# Alexander Hadik

## Product Designer and Software Developer

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## EDUCATION

### Brown University

Class of 2015

Bachelor of Science in Computational Biology (Computer Science Focus)

## STUDENT INVOLVEMENT

### A Better World by Design

Committee Chair: 2012 - 14

Led 20-member committee to plan and hold a three-day design-thinking conference for 1,000+ participants.

### Computer Science Dept.

Teaching Assistant: 2013 - 15

Algorithmic Foundations of Computational Biology, Designing and Developing User Interfaces, Computational Vision

### Dr. Erica Larschan Lab

Research Assistant: 2013

Computationally modeled differential gene expression and protein binding in *Drosophila*.

## AWARDS

### C.V. Starr Fellowship

Social entrepreneurship fellowship awarded by Swearer Center for Public Service at Brown University

## SKILLS

### Software Engineering

Python, Ruby, JavaScript (D3.js, Node.js, React), HTML, Sass

### Design

Photoshop, Illustrator, InDesign, After-Effects, XD, Sketch, Zeplin

### Industrial

Woodshop/Hazmat trained, MIG welding, CNC routing, 3D printing, laser cutting

## JUST FOR FUN

### Volunteering

Computer science tutor, Hackathon Mentor for Hack@Brown

### Outdoor Exploration

Ski touring, mountaineering, SCUBA

## PROFESSIONAL EXPERIENCE

### Transcriptic

Product Design Lead (2018 - Present), UX Engineer (2016 - 18)

Menlo Park, CA

2016 - Present

**Eli Lilly Strategic Partnership:** Managed the product design efforts for a multi-year, \$10M contract to bring online an 11,000 square foot, robotic life-sciences facility in San Diego, CA.

- *Project Management* - Led the development of timelines, user acceptance tests, and product development strategy. Generated consensus between stakeholders by facilitating regular design critiques.
- *Product Design* - Conducted 40+ hours of user interviews with technical leaders of several Top 10 Pharma companies to collect insights to inform software design. Led the user experience design of laboratory software to manage chemistry and biology experiments on robotic platform.
- *Design Facilitation* - Planned and facilitated week-long design thinking workshop for technical leads and executives of Eli Lilly, engaging them in co-creation of the user experience for the software interface of the new facility. Participants reported substantially improved trust in the final design proposal due to their involvement in the design process.

**Robotic Cloud Lab Platform:** Increased customer and revenue growth by leading design of user interfaces for the industry's first robotic cloud lab for biological experimentation.

- *Customer Success* - Helped Transcriptic sign contracts with DARPA, Top 10 Pharma companies and other bio-tech leaders by leading the collection of user research insights from customers and the implementation of resulting product improvements.
- *Design Engineering and Tooling* - Led development of JavaScript-based design system, unifying user interface and experience across three products, integrating system across 35% of the codebase, and reducing redundant code by over 35%.

**Design Management:** As Transcriptic's first full-time designer, directed growth of design team by establishing company-wide design methodology based on a blend of design and engineering principles.

- *Discipline Development* - Established design research and UI design processes, improving product quality and usability. Led design review of engineering solutions for 15+ product releases over 1.5 years.
- *Internship Program* - Developed and ran two design internship programs to test the business impact of additional design hires. The per-person output of design team doubled as a result, demonstrating to leadership the need for a larger design team.
- *Team Growth* - Based on intern program results, opened and filled two design requisitions. Created and led three-month onboarding experience, enabling hires to ramp up in half the anticipated time.

**Brand Management:** Developed brand guidelines and assets, and advised leadership on brand decisions.

- *Rebrand and Merger* - Served as design lead for company merger and re-brand, coordinating marketing efforts prior to public announcement. Acted as liaison between designers and executive team for the roll out of full company rebrand.
- *Marketing Site Development* - Managed designer and engineer to launch new marketing site.

### IBM Design

Front End Developer and UX Designer for IBM Bluemix

Austin, TX

2015 - 2016

- Led design research and user experience design for IBM Bluemix Storage services. Contributed to prototype and production code for Bluemix Storage consoles.
- Helped to align fragmented user experiences by contributing new features and improvements to the Carbon Design System as a software engineer.
- Completed three months of training in IBM Design Thinking, learning user research techniques and design thinking frameworks.

### Advocate

Co-Founder and Software Engineer

Providence, RI

2014 - 2015

- Co-founded venture with seed funding from the Brown University's Swearer Center for Public Service.
- Created a volunteer management platform for non-profits and a community service marketplace for high school students, helping them meet graduation requirements.
- Built and launched web-application and mobile app. Tested product and business model in a beta-program with local high schools, connecting over 100 students with volunteer opportunities at non-profits.