Alexander Hadik

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Education

MIT Sloan School of Management   Cambridge, MA
Candidate for MBA, May 2022 (Entrepreneurship and Innovation Track)   2020 – Present
Member of Product Management Club and Tech Club. Branding lead for RoboAI Exchange conference.

Brown University   Providence, RI
Sc.B in Computer Science (Computational Biology program)   2011 – 2015
- A Better World by Design: Led 20-member team to plan a three-day, 1000+ person, design-thinking conference
- Computer Science Teaching Assistant: Algorithmic Foundations of Computational Biology, Designing and Developing UI, Computational Cognitive Science
- C.V. Starr Social Entrepreneurship Fellowship: Awarded to fund development of design-thinking programming

Experience

Strateos   Menlo Park, CA
70-person biotech startup offering access to robotic life-sciences laboratory via the cloud

Design Manager   2018 – 2020
- Developed and ran two design internship programs to test the impact of additional design hires. Per-person output of the design team doubled as a result, demonstrating need for a larger design team.
- Grew design team to three. Established company-wide design methodology based on a blend of design and engineering principles as Strateos's first full-time design hire.

Head Product Designer   2017 – 2020

Eli Lilly Strategic Partnership
- Led team of 4 product designers and engineers to develop software for $10M contract to bring online an 11,000 sq. ft., robotic life-sciences facility in San Diego, CA with capacity to execute $31M of automated experiments annually.
- Secured customer and market insights through 40+ hours of user interviews with technical leaders of three Top 10 Pharma companies to develop product requirements and roadmap for automated robotic chemistry software.
- Collaboratively developed product scope, prototypes and release timeline by planning and facilitating week-long design thinking workshop for Eli Lilly executives and technical leads, realizing $1M in development revenue as a result.

Robotic Cloud Laboratory Platform
- Spearheaded user research and product road-mapping efforts to launch three new cloud-laboratory product offerings. Company signed $10M+ in lab-service contracts with DARPA and Top 10 Pharma companies for these new offerings.
- Led user experience design and implementation of software for the industry's first robotic cloud lab for bioassay testing and high-throughput screening. Software licensing revenue grew by 10x following these efforts.

Branding Lead   2017 – 2020
- Established brand guidelines, developed new marketing assets, and advised leadership on brand decisions.
- During company merger, led re-branding effort and coordinated marketing efforts prior to public announcement.

Software Engineer and Product Designer   2016 – 2017
- 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%.

IBM — Cloud Design Team   Austin, TX
Front End Developer, UX Designer   2015 – 2016
- Led design research and user experience design to launch new IBM Cloud Storage service.
- Contributed code to the Carbon Design System to align user experience of all Cloud products.
- Completed three months of full-time training in user research techniques and design thinking frameworks.

Additional Information

- Software Engineering: Python, Ruby, JavaScript (React), HTML, CSS/SASS
- Design & Fabrication: Photoshop, Illustrator, InDesign, Premier Pro, Sketch, carpentry, MIG welding, CNC routing
- Interests: Ski touring (AIARE 1 avalanche certified), rock climbing, SCUBA diving (PADI Open Water & Nitrox certified)

1. Password for selected website content: cornbread