DUSTIN ALPER

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EXPERIENCE

Savvy Trader

Director of Product   Mar 2022 - Present

- Launched the MVP on web in 1 month and iOS / Android in 2 months
- Defined prioritization framework by analyzing the impact and effort of 40+ tasks
- Contributed over 25,000 additions and 20,000 deletions to frontend codebase
- Established a design library in Figma, setting the foundation for all mockups
- Composed product emails to keep over 8,000 users engaged via Mailchimp
- Improved user satisfaction by managing and responding to all user feedback

Tracer

Senior Product Manager   Aug 2020 - Jun 2022

- Crafted product strategy and roadmap focused on expanding key differentiators and maintaining 85% client retention, leading to first round of $10 million funding
- Partnered with Client Success to audit the validity of product features
- Formalized QA process by creating a template to follow stages of feedback
- Implemented user tracking to generate passive product insights using Hotjar

Product Manager & Designer   Jun 2018 - Aug 2020

- Managed the application's transition from an internal ad-tech tool to a cross-platform reporting product used by Fortune 500 companies
- Built and led the design team, instituting a powerfully simple product experience
- Increased design output 2X by constructing reusable components in Sketch
- Established annual 30-page "almanac" that provides insight into product vision
- Composed and maintained user stories and requirements for all projects in Jira

VaynerMedia

UX Designer   Aug 2016 - May 2018

- Defined initial UI / UX patterns, leading to future product success, as the first non-engineering member on the Ad-Tech team (now Tracer)
- Verified design direction by conducting user research utilizing A/B prototypes
- Contributed 500+ frontend commits, focused on CSS design implementation

EDUCATION

University of Pittsburgh

B.S. Information Science, Sociology Minor   Aug 2012 - Dec 2015