Chad Alderson

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AI EXPERIENCE

UI/UX and Product Manager   *July 2022 - Present*

PubRocket.fm: The AI-driven marketing tool for podcast creators.

- **Product Management:** Spearheaded the development of Podrocket.fm, a podcast post-production web app. Defined product requirements and scoped the project focusing on transcription, content generation, and advanced promotion features.
- **UI Design and Engineering:** Designed and implemented the front end using Jinja2 and Tailwind CSS, ensuring a user-friendly interface for managing models and data.
- **Technical Leadership:** Played a crucial role in selecting and integrating the front-end tech stack, including Jinja2, Tailwind CSS, OpenAI's GPT-4 for NLP tasks, AssemblyAI for transcription, and more.

Chat with United States Geological Survey (USGS) Time Series Water Flow Data

- Product manager and designer for an application leveraging GPT-4 to process chat-based input and allow the user to interact with nearly 1 billion time series water flow records updated in near real-time. This saves users several hours of research time each week.

CORPORATE EXPERIENCE

DataStax, Inc. *Corporate Web & Engineering Lead* Santa Clara, Ca.   *Jun 2020 - April 2023*

DataStax: The One-stop GenAI Stack - Integrated with LangChain, Vercel, GitHub Copilot and more.

- Led a cross-functional **team of 20 professionals**, managing back-end and front-end web development, project management, brand management, creative digital marketing, and agency partnerships.
- Created and orchestrated the plan to migrate and rebrand over **7,000 pages** of legacy content from Drupal to Sanity.io, enhancing the company's digital presence and user experience. [case study]
- Selected and collaborated with Transifex, our localization partner, to localize markets in NA (United States), EMEA (France and Germany), and APAC (Korea and Japan), **expanding our global reach**.
- Created and implemented a ticketing intake and triage system using Asana Enterprise, streamlining work request submissions and improving transparency for stakeholders. **This initiative reduced email back-and-forth by 80%, and reduced our bug SLA from weeks to hours**.
- Reduced the marketing campaign turnaround time **from 3 weeks to just 3 days**, accelerating our GTM efforts and improving our market responsiveness.
- Executed various Product Marketing and Growth Marketing campaigns, focusing on both product-led growth (developer-focused) and sales-led growth (buyer-focused routes to market), contributing to a **10% increase in top of funnel sales leads**.
- Spearheaded the global web strategy and end-to-end user experience, including design, CRO, SEO,

strategic roadmap, A/B testing, web development, and infrastructure for DataStax's corporate website, leading to a **20% increase in website traffic**.

- Managed digital marketing tools, including SEMRush, Google Analytics, and Google Tag Manager, optimizing our digital marketing efforts and **improving our SEO ranking by 18%**.

AMP.build *Managing Partner, Product UI/UX Chico, Ca.*   *Jul 2010 - Sep 2020*

I founded and grew AMP.build, a software engineering and design agency, into a business that brought in $1.5M in revenue annually.

- Led the product definition, development and launch of multiple client products and services, resulting in an **Net Promoter Score of 91**.

- Prospected, closed, managed and grew client relationships, conducting outside sales and negotiations that resulted in securing 20+ new business contracts and maintaining 100% of existing accounts.

- Successfully **grew revenue from $0 to driving $1.5M** in gross sales annually, demonstrating strong sales acumen and client relationship management.

- Recruited, managed, and mentored a high-performing team of contract engineers and creative professionals, **improving team productivity by approximately 30%**.

- Managed all financial aspects of the business, including bidding, budgeting, financial planning, and cash flow management, driving a consistent 30% year-over-year growth in annual revenue.

- Successfully transitioned the entire team to **DataStax** (a client at that time) to become full-time employees in 2020.

eBay, Inc. *Product Manager, UX San Jose, Ca.*   *Feb 2005 - Mar 2010*

R&D - A/B Testing Platform

- Led the development of eBay's proprietary A/B testing platform capable of processing millions of page views and sessions per day, managed a cross-functional team of 8 engineers, a systems architect, and a visual designer.

- Engaged with stakeholders to ensure platform usability and alignment with eBay's objectives.

- Successfully launched the A/B testing platform across the entire eBay ecosystem.

Vertical Services Experiences: Clothing and Accessories, Books Movies & Music

- Led PM for on-site experiences in the Clothing and Accessories, and Books, Movies & Music verticals.

- Developed requirements and roadmap for clothing personalization and fitment, enhancing user experience and increasing customer satisfaction.

Search Results Page (SRP)

- Led product strategy for SRP relevance, data normalization, optimization, and retrieval.

- Communicated strategies and trade-offs across senior leaders and development teams.

- Revamped SRP with improved classification systems, increasing search relevance and purchases.

Barbless Co. *Managing Partner, Product UI/UX* Chico, Ca.   *Jun 2017 - Mar 2021*

Barbless.co uses innovative technology and media to break down various tips, tactics, trends and observations that help people become better anglers and conservationists.

- Conceptualized, designed and developed educational technology tools aimed at enhancing fly-fishing anglers' success on the water and promoting better conservation practices through education.
- Financed, designed, and managed the product development of a water flows mobile application. The app aggregated real-time, time series water data from USGS and other water data APIs, presenting it in a user-friendly mobile app UI.
- Created, produced, and hosted The Barbless Fly Fishing Podcast, which became the largest fly fishing podcast in the western US from 2017 to 2020, **attracting over 25,000 downloads per episode and an average Apple Podcasts rating of 4.9 on 242 ratings.**
- Based on the podcast's success, I produced 3 additional regional shows using the same formula. The additional podcasts were based in the Olympic Peninsula, WA; Truckee, CA; and San Diego, CA. **Collectively the podcast network attracted about 100,000 downloads per episode.**

EDUCATION

BS in Business, Management Information Systems. *Cal State Chico, Ca.*   *Jan 1995 - Dec 1999*

SKILLS

Product & Project

- Product Management
- Asana
- Digital Strategy
- Content Strategy
- Market Research Techniques
- Sales Proposals
- Sales Engineering
- HubSpot
- Productboard
- Featurebase

Web & UX/UI Design

- HTML/CSS
- Python (*1 year*)
- SQL
- Tailwind CSS
- Jinja2
- Figma
- Framer
- Adobe Creative Cloud

Analytics

- Google Analytics
- Google Tag Manager
- A/B Testing
- HotJar

Podcasting

- Podcast Producer
- Podcast Host
- Writer
- Guest recruitment

CMS & SEO

- Sanity.io
- Cross-platform CMS Migration (Wordpress, Drupal, Sanity)
- SEOmoz

Other

- OpenAI
- Shopify
- Communication Design
- Help Desk Operations
- SEMRush
- Stable Diffusion
- [HubSpot Sales Enablement certified](#) - Jul 2023 - Aug 2025
- [HubSpot Content Marketing certified](#) - Aug 2023 - Sept 2025