

MITCHELL A. McALISTER

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Passionate team leader with cutting edge product design skills with experience supporting organizations ranging from start-up to mature. Excellent presentation, people, organizational and planning skills. Excels in fast-paced, lean and agile environments.

PROFESSIONAL EXPERIENCE

UX Design Instructor

09/2015 – present

Academy of Art University, San Francisco, CA - *Art and Design school*

Adjunct faculty, training graduate program students in the fundamentals of user experience design.

- Write and present weekly course exercises and lectures
- Provide one-on-one feedback on proficiency and thoroughness of the concepts and practices discussed in class
- Grade and hold students accountable for their work in the context of personal advancement

VP Product Experiences

04/2014 – present

YouWeb Incubator, Burlingame, CA - *disruptive B2C mobile portfolio*

Product design role with several pre-MVP stage companies, responsible for defining the UX, UI, and Product management process.

- Define high level user centered experiences aimed at proving user engagement hypothesis and core business model assumptions
- Build out user flows, wireframes, visual mockups, and clickable mockups for early prototypes
- Articulate the product direction through user stories, schematics, and diagrams to make development actionable and release timelines predictable

Founding Advisor/Product Design

04/2014 – present

Beem, San Francisco - *stealth music startup*

Product design role with a pre-MVP stage company, responsible for defining the key product use cases and engagement patterns as well as management of the product development process.

- Build out wireframes, visual mockups, and schematics for the early prototypes
- Identify user pain points through alpha user feedback interviews and iterate the product to streamline the user experience

Product Design

06/2013 – 04/2014

OpenAura, San Francisco - *visual content management platform for musicians*

Hybrid UX/PM role in a pre-MVP stage company, responsible for overall product design including UX and product management, interfacing with the development and management teams.

- Manage the design process including development of wireframes, visual mockups, and schematics for all user facing product areas for the Alpha, Beta, and Public MVP releases
- Conduct pre-alpha user feedback interviews and iterate designs to identify problem areas and increase usability before committing resources to feature development
- Engage stakeholders in the discovery and decision making process for feature development, product roadmap and release planning for Alpha, Beta, and Public MVP product releases

Product Director

12/2011 – 06/2013

Songbird, San Francisco – *media player with built-in social content discovery*

Traditional product management role in a late stage startup, responsible for optimizing key metrics for the entire product line (mobile, platform, desktop, and web app).

- 120% increase in active install base for the android app
- 200% increase in user engagement on the android app
- 70% increase in daily downloads of the desktop app
- Launched MVP of the 1st cloud service resulting in 1.4MM in licensing revenue

Product Design Director

06/2010 – 09/2011

Yidio.com, San Francisco - *social content recommendation engine for TV and Movie*

Hybrid UX/PM role in an early stage company, responsible for overall product design including UX and product management, interfacing with the development and management teams.

- Manage the design process including development of wireframes, visual mockups, and schematics for all user facing product areas
- 200% increase in signup conversion rate
- 100% increase in revenue generating user actions

Product Director - International, Mobile, Community 05/2005 – 06/2010
MySpace, London & Los Angeles - *one of the worlds fastest growing social networks*

Hired and directly managed 26 reports including graphic designers, UX designers, project managers, content editors and regional marketers. Lead the management and execution of the product roadmap for the International, Community, Mobile verticals.

- Grew the business from \$0 – \$80MM USD in revenue and from 2.5 – 45MM unique users in 2 years
- Localized a new revenue stream based on social advertising. Exceeded expectations at \$200k in the first month
- Defined a content promotional system to build on Co-Marketing deals with premium brands resulting in over \$30MM in promotional value

Front End Web Developer 1999 – 2005
Various Early Internat properties including Universal Music, Winning Directions, and The Industry Standard.

EDUCATION

UNIVERSITY OF CALIFORNIA AT BERKELEY

B.A. - Mass Communications, 1998