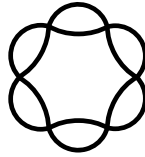


# Alok Aaron Jethanandani

Product Designer



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(415) 385-2293 • mechanismm.com

## ASPIRATION

"The task is not so much to see what no one has yet seen; but to think what nobody has yet thought, about which everybody sees." – Erwin Schrodinger

## HIGHLIGHTS

- Many years of product design and innovation consulting experience.
- B2B and B2C experience in multiple industries.
- Launched Fundbox Pay, Counsyl's FirstSteps & FirstCare and zurb.com/notable.
- Mentored designers and led design teams.

## EXPERIENCE

### Fundbox

Product Designer  
San Francisco, CA  
09/2016 - 02/2018

- Launched and grew Fundbox Pay to over a million-fold in loan origination in 18 months.
- Led Fundbox Pay design initiatives to reduce cost of customer acquisition, increase engagement and drive network effects.
- Designed a Fundbox-FreshBooks invoice cash advance solution for small businesses.
- Reduced recurring Fundbox support issues by launching an improved QuickBooks Desktop on-

### Counsyl

Product Designer  
South San Francisco, CA  
06/2015 - 04/2016

- Launched FirstSteps and FirstCare, tools to increase sales for Counsyl's DNA tests.
- Strategized a product pivot from FirstSteps to FirstCare, a cancer risk assessment tool for large hospital systems.
- Grew FirstCare to thousands of users and validated the product pilot with strategic customers.
- Increased cart conversion for Counsyl's online order channel by A/B testing flows.
- Made pricing transparent by designing a patient guide to medical billing.

### ZURB

Product Designer  
Campbell, CA  
1/2013 - 06/2015

- Developed opportunities, prototypes, visuals and front-end code for SAP, Samsung SRA, Intuit, Stanford, APT, eBay, GigaOM Research, Trunomi, ZOZI and more.
- Strategized, designed and launched Notable, a design presentation, and feedback service.
- Launched and grew Foundation Forum to over 12,000 posts.
- Closed three Studio deals; established relationships with 10+ prospects.
- Researched and prepared course content for a need finding class and taught the course nine times.
- Mentored and judged health-tech startup teams at ZURB's first hackathon organized by Prebacked, an organization that specializes in pre-incubation.

## EXPERIENCE, cont'd.

**Mechanism(M)**  
Founder  
San Francisco, CA  
09/2010 - Present

Mechanism(M) is a product development company that was founded in 2010. Since that time, we've helped our clients build great products with our consulting engagements. Our purpose is to change the way people design connected products and services.

Our clients include The North Face, Thomson Reuters, TeleNav, Miami Dolphins, Jayson Home & Garden, Easton, and many more.

mechanismm.com

**Magento**  
Lead Designer  
Los Angeles, CA  
8/2009 - 9/2010

- Designed e-commerce web experiences for Longines, Sierra Nevada Brewing Co., Blue Ridge Mountain Co., and more
- Strategized, designed and launched Magento Mobile, a white-label mobile commerce solution and Magento Connect, a marketplace for Magento extensions.

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## PUBLICATIONS

**Sage Publishers**  
London, England

Designed a Hybrid Music infographic for The Cultures & Globalization Series, Volume 3 Creativity, Helmut Anheier & Raj Isar  
Published by Sage Publishers, London

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## EDUCATION

**University of California, Los Angeles**  
B.A. Design | Media Arts  
2005 - 2009

- Design studies include courses in digital design, software architecture, web development, user research and more.
- Non-major studies include courses in cognitive science, life science, mathematics, communication, creative writing, history, and philosophy.

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## CERTIFICATIONS

**Data Analytics**  
General Assembly  
July 2017

Learned how to use Excel, SQL, and Tableau to spot trends and make data-driven business decisions.

**Final Cut Pro - Intermediate**  
Bay Area Video Coalition  
July 2007

Advanced editing and special-effects techniques, including creating transitions and effects, editing multi-camera projects, working with nested sequences, and color correction.

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## CAPABILITIES

- Design analysis and strategy
- Rapid prototyping
- Creative direction
- Responsive front-end engineering

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## REFERENCES

Available upon request.