Austin Hudspeth

Senior Staff Product Designer

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20 years designing products for Fortune 500 and fast growing startups.

Curious and driven to create products that solve problems, gain traction and delight millions of people.

WORK EXPERIENCE

FourFour Labs / Founder, Senior Staff Product Designer
2023 - PRESENT LOS ANGELES, CA REMOTE

- Fractional product design and product management helping AI, music and SAAS companies go to market.

- Led the 0 to 1 product design for an AI governance startup, going from concept to in-market MVP in 3 months.

- Facilitating in-depth workshops to help unlock product roadmap and product positioning challenges.

Artist Growth / Senior Product Manager, Growth
2024 NASHVILLE, TN REMOTE

- Led the org through a transformative shift towards product-led growth, lean, iterative testing, growth experimentation and processes for daily customer interviews and research.

- Led the 0 to 1 product design for a new project management tool that would embed deeply in customer's current workflows.

RME (Acquired) / Senior Staff Product Designer
2022 - 2023 LOS ANGELES, CA REMOTE

- Led the 0 to 1 product design, doing daily customer interviews and rapid iteration to release an MVP in 3 months.

- Defined early-adopter segments, customer needs and product positioning through customer interviews and research.

- Built growth channels and acquisition funnels that drove 10x month-over-month customer growth and exceeded quarterly targets by 72%.

SKILLS

Product Design: UX, Interaction, Visual, User journeys, User personas, Value proposition design, Prototyping, Design systems

User Research: Customer discovery & interviews, Facilitating workshops, Testing hypotheses, Data analysis, A/B testing

Methods: Lean UX, Google Design Sprints, Lean Startup, Agile

Collaboration: Detailed documentation, Robust developer handoff to shipped product, Facilitating design reviews, Self starter, Growth mindset, Cross functional, Entrepreneurial, Positive attitude

Software: Figma, Adobe, Framer, Claude, Cursor, Midjourney, Webflow, HTML, CSS

CERTIFICATIONS

Lean UX & Product Discovery for Agile Teams

Trained directly by Jeff Gothelf & Josh Seiden

2021

Pex (Acquired) / Senior Staff Product Designer

2019 - 2023 LOS ANGELES, CA REMOTE

- The first product design hire, leading the 0 to 1 design of Attribution Engine - resulting in Series A raise of $64m.

- Created internal processes that enabled team growth from 20-120 employees.

- Demonstrated and led the organization in Lean UX and Design Thinking.

- Mentored designers to solve deep problems and deliver career defining work.

Notable clients: Universal Music Group, Sony Music, Warner Records

Klean / Founder, CEO

2013 - 2019 DES MOINES, IA REMOTE

- Founded a digital agency serving mid-size to Fortune 500 clients.

- Worked primarily with new startups, delivering 0 to 1 products and guiding the way to product-market fit.

- Recruited, hired and managed a high-performing 12 person team.

- Oversaw all creative direction, strategy and execution of projects.

Notable clients: Pfizer, Abbott, McAfee, Honeywell

Webspec Design / Lead Project Manager, Web Designer

2012 - 2013 DES MOINES, IA

- Collaborated and managed multiple 5 person, cross-functional teams.

- Led creative direction, executed design, nurtured client relationships, managed budgets and kept projects on time.

eWay Corp / Project Manager

2011 DES MOINES, IA

- Managed an offshore team of 16 designers, front-end, backend and devops developers working on custom PHP and ASP.NET applications.

- Built and fostered relationships with clients, managed budgets and kept projects on-time.

Tiller Media Group / Web Designer

2007 - 2012 DES MOINES, IA

- Design and front-end development for local, small business clients.

- Managed a remote backend developer and oversaw delivery.

- Pitched ideas, strategy, designs and finished work with clients in-person.