I'm a designer focused on products and experiences that connect people offline. After 10+ years leading digital product design at startups, I recently completed my master's at CIID, where I expanded my toolkit into physical prototyping and tangible interaction design.

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SELECTED PROJECTS, 2025

Social Creatures │ Connected social devices

For my CIID thesis, I built a set of three connected home devices designed to encourage in-person connection. The project was awarded the Honors Distinction.

OnSight │ AR notes for project sites

A simple visual documentation tool, built in unity, that lets construction teams leave progress photos anchored in space.

Linee │ Calm tech for roommates

A daily timekeeper for shared spaces that lets you visualize the day and set gentle nudges when something is happening.

WORK EXPERIENCE

Catch │ Head of Design
May 2020 - Jun 2024 │ Remote

As the first design hire, I built and led a team of four designers as we built our online and mobile checkout and rewards products, and scaled Catch from 0→750,000 shoppers.

Freelance │ Product Designer and Instructor
Apr 2019 - May 2020 │ San Francisco/Remote

Worked with clients, like Bungalow, where I led design for a broad rental payments initiative. During this time, I also taught UX design to 100+ students at Bloom Institute of Technology.

Mira │ Founding Product Designer
Apr 2016 - Nov 2018 │ San Francisco

Led the design of Mira's digital signage platform from 0→1,200+ business customers, and played a lead role in building our user testing, onboarding and customer support functions.

More experience at linkedin.com/in/alecd

EDUCATION

Copenhagen Institute of Interaction Design (CIID)

Master's in Interaction Design
Honors Distinction
Sep 2024 - Aug 2025

Went back to school to expand my toolkit for physical design. At CIID I spent a year 3-D printing, soldering, laser cutting, and peeling hot glue off my fingers.

University of Pittsburgh

BSBA, Marketing and French
Summa Cum Laude
Aug 2010 - Dec 2014

Began my design journey at Pitt, when I founded a mobile student-to-student delivery startup.

SKILLS

Design

UX/UI design, rapid prototyping, storytelling, 3-D design, physical computing, woodworking and furniture design, user and usability research, workshops, design systems, sketching, video prototyping

Tools

Figma, Fusion 360, Arduino, Webflow, HTML/CSS, Illustrator, 3-D printing, Laser cutting, Processing, DaVinci, SketchUp, Unity