

N. Tim Salazar

Product Leadership and Design

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Work Experience

Head of Design • 2019 - 2022 • Logixboard

I led the Product Design team going from 0-1 in the logistics tech sector. Through the first year I helped re-launch the product with a focus on understanding of user problems, definition of problem/solution set, and modern UI and strong usability. The work resulted in Series A funding and booked ARR over \$1M in the first 11 months of launching.

In years 2 and 3 through Series B, I moved focus to scaling the team and setting the designers on a path to success, hiring several new members of the design team and implementing processes to foster growth, belonging, and quality design.

Head of Design and Joule Ready • 2013-2019 • ChefSteps

I started as the sole designer at ChefSteps—The third person on the software team. Through the first two years I helped create chefsteps.com as a vehicle for free and paid cooking content (+1M subscribers and a massive mailing list), then as a hardware/software IoT business (Joule Sous Vide, one of the best-selling on the market), and finally a consumer package good business that was growing at a good rate with customer retention nearing 30% upon my exit.

Our Joule Ready team grew quickly from 2 to 11 in a short 6 months with significant potential and the design team grew to 8 by 2019. ChefSteps was acquired by Breville in 2019.

Senior UX Designer • 2011 - 2013 • Amazon.com

I worked on the Kindle Content Team with an amazing group of designers. Some highlights from my time include the Send to Kindle feature that allows users to send articles from the web to their Kindle Reader. I worked on the onboarding and functional UX as well as visual design of the web, mobile, and desktop apps.

Another fun project I worked on was Manage Your Kindle. I helped define the system design and developed the interface for a complex content and device management utility. Pro tip: It's accessible through amazon.com/myk and is super useful for managing all your Kindle Content and Devices.

UX Designer • 2010 - 2011 • AT&T

I worked on the mobile ecommerce site for att.com. I also shared a cubicle with a gigantic printer for a month of my time here.

AVP Client Experience • 2008 - 2010 • JPMorgan Chase

I cut my teeth tactically here, working on wireframes, functional specs, prototypes, and usability prototypes on a complex financial application.

Specialties

JTBD Framework
Product and Metrics
Design Ops
Culture Building
Brand Strategy
Product-led Growth
User Research

Education

University of Washington 2002
BA / Comparative Literature and
Cinema Studies

Pratt Institute 2007
MS / Library and Information
Science