

N. Tim Salazar

Product Leadership and Design

tim.salazar@gmail.com

[ntimsalazar.com](https://www.linkedin.com/in/ntimsalazar)

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Work Experience

Principal Product Designer • 2024 - Present • Andesite.ai

Currently working on a new product at Andesite.ai, a startup that is building a cyber analyst's workflow of the future.

Designer / Head of Design • 2022 - 2024 • Rebellion Defense

I started working as an IC on a cybersecurity product and then transitioned into managing the team in May of '23. My first 6 months I helped redesign and rebuild the UI as well as design and launch several critical new features to help land integral contracts for the company.

As a manager, I helped re-shape the team into a more efficient, collaborative research & design entity in the wake of myriad changes at the org-level.

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 designers 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 grew at a good rate with customer retention nearing 30% upon my exit.

Our Joule Ready team grew quickly to 11 with significant revenue potential and the design team grew to 8 by 2019, when ChefSteps was acquired by Breville.

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.

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.

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