N. Tim Salazar
Product Leadership and Design

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Work Experience

Principal Product Designer • 2024 - Present • Andesite.ai

I lead product design at Andesite.ai, where we're building an end-to-end workflow for cyber analysts—integrating signal triage, investigation, and response into a unified, high-trust experience. My focus is on turning complex security data into clear, actionable narratives, shaping workflows that reduce cognitive load, accelerate decision-making, and scale across enterprise teams.

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 Product Design from 0→1 in logistics tech, relaunching the product with deep user problem discovery, clear problem–solution definition, and modern, usable UI. Outcomes: Series A, $1M+ ARR in 11 months. Through Series B, I scaled the team—hired 6 designers and established processes for growth, belonging, and high-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