

# Aiden Zucker

## Product Design

website  
[aiden.works](http://aiden.works)

contact  
[aidenzucker@gmail.com](mailto:aidenzucker@gmail.com)

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

## Capabilities

### Leadership

Product Strategy  
Recruiting and Hiring  
Design Principles  
Workshop Design  
Workload Management  
Performance Reviews  
Goal Setting

### Product Design

User Research  
Usability Testing  
Personas  
Jobs To Be Done  
Prototyping  
User Interface Design  
Visual Design  
Typography  
Design Systems  
Information Architecture  
Web Design  
HTML and CSS  
Copywriting  
Figma and Figjam  
Adobe Creative Suite  
Final Cut Pro  
Loom

## Education

### Communication Design

Washington University in St. Louis  
Bachelor of Fine Arts, Cum Laude

## Experience

### Co-Founder Dozen

2023 – present • Lisbon, Portugal and Remote

Leading research, design, strategy, and marketing for a creative collective building apps and websites that strengthen relationships. We launched a Slack game for improving team cohesion and a website for sending custom photo postcards, inspired by my grandma.

### Head of Design Remind

2018 – 2023 • San Francisco, California and Remote

Remind is a messaging app helping educators improve student outcomes. I started designing core features, then lead the design system, then ran a team of 3 senior product designers with 100% retention over my 18-month tenure. We reached No. 1 in Android and iOS app stores for 2 straight years with 4.7/5 stars from 1.8 million reviews. We attained 30 million monthly active users in ~80% of U.S. public schools and were acquired in 2023.

### Product Designer MURAL

2017 – 2018 • Buenos Aires, Argentina

Murals are interactive, online whiteboards enabling inclusive collaboration. I joined at ~70 employees and designed features that still exist today such as navigation onboarding. MURAL is now used by 95% of the Fortune 100.

### Product Designer [aiden.works](http://aiden.works)

2015 – 2018 • Chile, Argentina, and United States

I started a small design studio that supported early-stage companies and social impact orgs including WUSTL Office for Socially Engaged Practice, Numina, ORGANIZE, Groupraise, Alephants, Keteka, and Medscape.

### Software Design Intern IBM

2014 • Austin, Texas

Learned IBM's design thinking framework for improving business outcomes and designed prototypes reimagining enterprise email.