

ALEXANDER SCHROEDER

DIRECTOR OF PRODUCT DESIGN

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SUMMARY

Product design leader with 18+ years of experience building and scaling consumer and enterprise platforms across streaming, marketplaces, and subscription ecosystems. Proven track record of driving growth through personalization, lifecycle design, AI and data-informed product strategy.

PROFESSIONAL EXPERIENCE

MAKESHOP DESIGN

INDEPENDENT PRODUCT DESIGN DIRECTOR & CONSULTANT

2025 – Current

Partnering with startups, founders and product teams to shape digital products, clarify product strategy, and create scalable customer experiences across consumer and emerging technology platforms. Recent projects span consumer applications, AI-enabled product concepts, marketplace experiences, brand and product strategy, and early-stage product development.

PARAMOUNT / PLUTO TV

DIRECTOR OF PRODUCT DESIGN

2021 – 2025

Led design strategy for Pluto TV's global ad-supported streaming platform, redefining the user experience across web, mobile, and connected TV to drive acquisition, engagement, and retention at scale.

- Owned end-to-end design across Content Discovery, Personalization, Lifecycle, and International expansion, shaping the platform's evolution from linear-first to a more personalized, on-demand experience
- Rebuilt core user journeys (Home, On Demand, Registration/Subscription Wall, Onboarding, SEO Web Front Door), strengthening the full funnel from acquisition -> activation -> retention
- Established a data-informed design operating model, integrating experimentation (A/B testing), behavioral analytics, and AI-assisted research to accelerate decision-making and iteration
- Partnered with Product and Engineering leadership to define personalization and lifecycle systems aligned to user intent and engagement signals
- Scaled and evolved the design organization, introducing a modern design system (tokens/variables) and improving team velocity, quality, and cross-platform consistency

Impact

- Increased TVHs from registered users to 50%+, signaling stronger retention and deeper engagement
- Grew high-quality users to 15%, improving overall user value and platform health
- Increased dual VOD + linear engagement to 28%, strengthening content discovery and session depth
- Significantly improved acquisition and activation through Registration, SEO Web Front Door and onboarding optimizations
- Enabled more efficient experimentation and product iteration across teams

AMAZING BRANDS / SURKUS

DIRECTOR OF DESIGN

2019 – 2021

Built and led design for a 0 -> 1 consumer + B2B marketplace platform, defining product, brand, and user experience from concept through launch.

- Led a 4-day ideation workshop that defined product vision, MVP scope, and go-to-market strategy and direction
- Designed and launched AMAZE (consumer app) and a B2B business platform enabling onboarding, payments, and performance tracking
- Built and scaled a multidisciplinary team across product design, motion, and research
- Established foundational systems including design system, research workflows, personas, and journey mapping
- Partnered with Product, Engineering, Sales, and Marketing to align product development with business goals

SPECIALIZED SKILLS

Team leader, thought partner, collaborator, mentor and motivator.

Determined to win and will meet deadlines

In-depth understanding of user research, IA, rapid-prototyping and hi-fidelity mockups

A passion for UX best practices, modern design and visual design trends

Experienced ideation workshop leader/facilitator

Up-to-date with new AI design tools/development technologies and mobile device capabilities/limitations

Knowledgeable of HTML5/ CSS/ javascript/ Server-side technologies/ APIs and dev languages

Design for Connected Devices/OTT and TV streaming technologies

Design for iOS and Android mobile platforms

Digital type design and brand development

Motion Graphics + Filming/ Editing + Writing skills

Digital Video and Photography - Art Direction

Illustration- manual & digital

Sound design knowledge

Clear verbal and written skills

Bi-lingual- Fluent in Spanish

EDUCATION

California Institute of the Arts, Valencia - 2002
Bachelor of Fine Arts degree: Graphic Design Major

Art Center, Pasadena
Product Branding Strategies & Design course

IDEOU, Online
From Ideas to Action, Story Telling for Influence and Leading for Creativity courses

Design Lab, Online
Advanced Figma and AI for UX Certifications

Impact

- Took product from concept -> market launch, enabling the company to establish a 2-sided marketplace
- Reduced time-to-launch through rapid ideation and prototyping (est. 30–40% faster concept-to-MVP)
- Enabled business onboarding and self-serve capabilities, supporting early revenue generation for SMBs
- Created the foundation for scalable product design/development (design systems + research practices)
- Improved early user engagement through rewards-based discovery and location-based experiences across iOS and Android

LIVE NATION / TICKETMASTER

PRODUCT DESIGN LEAD

2018 – 2019

Led design for TM1 Sales, a B2B enterprise platform supporting ticket sales and customer service operations.

- Delivered key features including ticket resolution tools, SMS ticket delivery, scanning workflows, and reporting
- Introduced visual filtering system improving seat and pricing clarity
- Partnered with Product and Engineering to iterate through research and rapid prototyping

Impact

- Reduced ticket resolution friction, improving support speed (20–30% faster workflows)
- Increased operational efficiency for high-volume venue and box office teams
- Improved usability of complex enterprise workflows, reducing agent error and valuable training time

DOLLAR SHAVE CLUB (UNILEVER)

PRODUCT DESIGN LEAD

2017 – 2018

Led design for “DSC Full Service,” expanding the subscription model into a broader e-commerce platform.

- Redesigned onboarding, navigation, checkout, and member (subscription) experience
- Conducted usability testing and optimization across subscription flows
- Built customer journey frameworks to identify growth and retention opportunities

Impact

- Increased conversion and AOV through optimized checkout and “easy add” features
- Expanded subscription adoption across new product categories
- Improved retention through lifecycle and communication strategy enhancements

BCG DIGITAL VENTURES

EXPERIENCE DESIGN LEAD

2015 – 2017

Led UX design for 0 -> 1 products across Fortune 500 clients, helping incubate and launch new ventures.

- Managed cross-functional teams to design, prototype, and validate new product concepts
- Conducted research, testing, and rapid iteration to achieve product-market fit
- Designed digital products across healthcare, finance, automotive, and travel industries

Impact

- Launched multiple venture-backed products from concept to market
- Reduced concept-to-validation timelines (30–50% faster iteration cycles)
- Improved product-market fit through continuous user validation and testing

NFL ENTERPRISES

DIGITAL ART DIRECTOR / INTERACTION LEAD

2010 – 2015

Led design for multiple iterations of NFL Mobile across mobile and tablet platforms.

- Delivered live streaming, stats, highlights, and gameday interactive features
- Designed experiences for major events including Super Bowl, Draft, and Combine

Impact

- Scaled mobile engagement across millions of users globally
- Enhanced real-time sports consumption through interactive and content-rich experiences
- Supported key seasonal events driving peak traffic and engagement

TOOLS

Figma
Figjam
Miro
Sketch
Proto.io
Usertesting.com
Maze
Claude
ChatGPT
Perplexity
Magic Patterns
Loveable
Adobe Creative Suite
Apple Keynote
Ableton Live
Microsoft Office