



Alexander Mayes

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Experience

Coinbase

Staff / Lead Product Designer

July 2021 — January 2023

- Designed, led, and launched Coinbase NFT from 0-1.
- Grew our design team by 3x by launch.
- Created the Coinbase NFT Design System.
- Laid out the architecture for Coinbase NFT.

Facebook

Product Design Lead

March 2017 — April 2021

- Led design for Portal Human Interfaces and OS.
- Designed Portal TV from start to launch.
- Worked and led design for B8's AR experience team.
- Led the design team for Boost Post on FB Pages.

Instagram

Senior Product Designer

April 2015 — March 2017

- Led design for Instagram for Business.
- Helped create a new team for Instagram.
- Grew Instagram for Business to over 25m+ users in 2 yrs.

Curalate

Product Designer

May 2014 — April 2015

- Designed and shipped Like2Buy.
- Worked on the systems team; helping with image visioning.
- Formulated new products that I pitched to leadership.

Education

The Art Institute of California — San Diego

BS in Graphic Design, Class of 2013

Skills

Tools

- Adobe Creative Suite
- Advanced Prototyping
- Branding
- Figma
- Sketch
- Visual Design
- + Many More

Soft

- Design Leadership
- Hiring
- Interviewing
- Management
- Mentorship
- Product Strategy
- Teaching