

## CREATIVE PORTFOLIO

What matters most is the journey—you can view my portfolio (with mini-postmortems) at [portfolio.alexguichet.com](https://portfolio.alexguichet.com)

## WORK EXPERIENCE

### Sr. Product Manager

- Tesla  
March 2020 – Now!!
- Design-focused leader for the Tesla Mobile app, creating and shipping new experiences for Solar and Powerwall to accelerate the world’s transition to sustainable energy
  - Directly responsible individual for the overall energy app user experience, and product led Go Off-Grid, Virtual Power Plant, and the 3D Energy home screen.
  - Program manages schedule and coordination with eng, cloud, and other stakeholders.
  - UI and marketing copywriting for Residential Energy products. Drove the transition from terse UX copy to “*what + why*” conversational design.

### Web Engineer

- Apple, Inc.  
Mar 2017 – Apr 2019
- Product managed, designed, and implemented tools maintained by our team.
  - Core responsibility was developing a critical business tool, Compass, and helped grow it to serve the rapidly evolving workflows in the App Review business.
  - Reported to senior management on a cross-functional team supporting App Review.
  - Day-to-day responsibilities flexed to align with hot business requirements, including SQL data analysis, data visualization, environment monitoring, and building reports.

### App Review Specialist

- Apple, Inc.  
Sep 2015 – Mar 2017
- Content moderation specialist, reviewing apps submitted to the Apple App Store.
  - Participated in two-way dialogue with external developer partners, speaking as an ambassador for the platform and to help align their apps with our guidelines for the store.
  - Defined process and grew first spam trends team to clean up intentionally misleading game apps which leveraged well-known game properties.

### Genius

- Apple, Inc.  
Jul 2011 – Sep 2015
- Administrated Genius Room; prioritized repairs based on severity, parts, and staffing.
  - Triageed and resolved software issues, and performed repairs on customer devices.
  - Provided hospitable service and presented complex technical concepts in plain English.

### Web Designer

- George Mason University  
Sep 2010 - Apr 2011
- Maintained Drupal installation for school news website, Connect2Mason.
  - Built ad placement extension to enable a balance of Google & student organization ads.
  - Updated core theme, by tweaking overall typography and adding new site destinations.

## OTHER PERSONAL EXPERIENCE

### Copper Cards LLC

- June 2020 - Present
- One half of an online trading card store I’ve built with my partner as our weekend project
  - Ground up design and technical implementation of our inventory and order system.
  - Have grown our business from a casual hobby to high five-figure yearly revenue.

### 42nd.club

- May 2022 - Present
- Investing as a club member in the co-production of Broadway plays and musicals.
  - Enabling the creation and performance of art is more important than economic returns.

### The Missing Quests

- Apr 2019 - Jan 2020
- Writer of a indie-games blog that profiles and celebrates niche games from tiny creators.
  - Built a story CMS designed for scale, SEO, and fast server-side HTML rendering.

## SKILLS

Product: Specifications, Vision, Emotional Design, User Stories, Roadmapping, Exec Presentations & Demos

Technical: PHP, SQL, JS, REST APIs, Protobufs, Godot, HTML, CSS, LESS, Splunk, Grafana

Design & Communication: Sketch, Figma Pixelmator, Photoshop, Apple iWork, Microsoft Office, Jira & Confluence

## EDUCATION

George Mason University — Fairfax, VA

Computer Science — 2010–2011