

Edward Federbush

Extensive experience in all phases of research, design, and development. Expertise in user-centered research & design; wireframing & prototyping; and designing/developing for usability, accessibility, responsiveness & performance.

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Experience

2019 - Present

Independent Consulting

Digital Product Design & Development

- End-to-end digital product experience consulting - spanning research, design, and development. Select projects available on cv.edfed.me, including:
 - Researched & designed an e-commerce credit product for a Fortune 500 bank, involving extensive user research and concept prototyping.
 - Created a SaaS platform for a Fortune 500 bank, involving extensive user research, competitive analysis, prototyping and integration with enterprise systems.
 - Prototyped a next-gen customer experience research platform that utilizes extensive AI.

2011-2018

Docrated

Co-Founder, Head of Product Design & Experience

- One of the original founders, I owned the product experience and front end development from product ideation to [acquisition](#).
- Managed web and mobile experience through the entire lifecycle: from ideation and research, through prototyping and design, and development and deployment.
- Partnered with many of our largest clients (J.P Morgan, Netflix, etc.) on research, design and development of custom integrations and workflows.

2008-2011

Boliven

Co-Founder, Head of Product Design & Experience

- Joined Boliven (startup by GLG founders - see below) as first product design hire in early-stage team of four, leading product experience from ground up through [acquisition](#).
- Maintained hands-on design and development responsibilities throughout.

Technical Skills

Design:

Figma,
Adobe Creative Suite,
AI content models

Front-end:

HTML, CSS,
Js/Ts,
Tailwind,
React/Next.js,
Older: jQuery, Bootstrap

Full-stack:

Ruby on Rails,
Node.js
React/Next
APIs (REST & GraphQL)
SQL/NoSQL DBs

Other:

AWS,
Git,
Google Analytics,
AI tooling & APIs

Education

Boston University

BA, Philosophy

2001-2008

Gerson Lehrman Group (GLG)

Director, Product Design

- Joined as 2nd engineering hire (under co-founding CTO), as the company pivoted from printed research to an online platform.
- During my tenure, I grew my role from full-stack engineer to head of product design & experience.
- Grew a team consisting of full-time researchers, business analysts, designers and ux engineers. This team was responsible for all aspects of product experience - research, design, front-end development, and PRDs.

Special Projects

Paircast.com

Co-Founder, Sole Product Developer

- Researched, designed & developed private video streaming platform used during film festivals and major award ceremonies including Academy Awards® and Screen Actors Guild Awards®.
- Conducted user and market research to identify needs for 'screeners'.
- Designed, developed and maintained a scalable, user-friendly platform for secure streaming across all popular devices.
- Managed all aspects of the project, dealing directly with clients, prospects, and users.
- Implemented custom authentication workflows and branding for high-profile clients.