



PERSONAL INFO

Alden Webber Product Design and Manager

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EXPERIENCE

Rock My World Media, Inc. Senior Creative & Product Designer

2013 - Current

Creative and product design leader responsible for shaping the visual identity, user experience, and product direction across a portfolio of up to 10 music and fitness products within a 13-person startup. Led design from concept through launch and iteration, combining brand strategy, UI/UX design, customer feedback, analytics, and close collaboration with product and engineering teams.

- Created the branding and visual identity from the ground up for Rock My World Media and its products: RockMyRun, Rock My Fitness Class, Refine SD Music, Rock My Gym, and Jolt.ai.
- Designed the RockMyRun music app and led multiple major redesigns, helping grow the platform to eventually gaining over 1M users.
- Led the RockMyRun app redesign, improving user engagement, subscriptions, retention, and customer satisfaction.
- Led the design of Rock My Fitness Class while establishing a scalable UI/UX framework that was adapted across 7 branded partner applications.
- Helped develop and pitch product design concepts for branded fitness experiences for Nike, Mayweather Boxing + Fitness, TITLE Boxing Club, and UFC Gym.
- Led UI/UX design across a portfolio of up to 10 digital products, including mobile apps, web-based music experiences, and branded partner applications.
- Used product analytics, user behavior, and customer feedback to identify opportunities for UX improvements, new features, and product refinements.
- Worked closely with developers throughout the product lifecycle to translate design concepts into functional, polished digital experiences.
- Managed and mentored a team of five designers, providing creative direction, feedback, and professional development while maintaining consistency across multiple products and brands.
- Helped grow Rock My Fitness Class to approximately 2,000 users and fitness studios, supporting both consumer-facing and B2B fitness experiences.
- Directed creative across digital and traditional channels, including product interfaces, websites, marketing campaigns, social media, advertising, trade show graphics, and sales materials.

HARD SKILLS

Research

Surveys, personas, interviews, competitor analysis, journey maps, storyboards

Prototyping

From paper to high-fidelity. Figma
Make to Claude mockups

Testing

Remote, in-person usability, A/B, & multivariate testing. Focus groups.

(Vide) Coding

Basic HTML code editing and vibe coding

TOOL STACK

Design

Figma, Figma Make, Sketch, Photoshop, Illustrator, Claude Design, ChatGPT

Development

Claude Code, Codex, Framer, Wix, WebFlow