

J.P. ALEY

PRODUCT & DIGITAL LEADER | TECHNOLOGY | UX | GLOBAL TEAMS

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OPEN TO INTERNATIONAL OPPORTUNITIES + RELOCATION

01 / PROFILE

Strategy, product thinking, and hands-on execution.

Product and digital leader with 25+ years across technology, UX, operations, and business. Led distributed teams across the U.S. and Europe, built products from the ground up, managed complex initiatives, and ran a digital design and technology studio for 13 years. Comfortable setting direction and leading people while staying close to the work - especially where business needs, product thinking, design, and technology meet.

Product Strategy • Digital Transformation • UX & Design • **Team Leadership** • Program Delivery • Stakeholder Management • Digital Commerce • Hands-on Prototyping

02 / EXPERIENCE

Selected leadership experience

Director of Digital Commerce | AgriEnergy Solutions

2026 - Present

Lead digital commerce and customer-facing initiatives across technology, UX, web, product development, marketing, and business strategy.

- Work across leadership, sales, marketing, and operations to turn business needs into practical digital products and improvements.
- Conceived and built Freyt from the ground up, owning the product concept, workflows, UX, interface design, and implementation.
- Lead the continued modernization of the company's web presence and digital customer experience.
- Evaluate and introduce new tools when they can meaningfully improve internal workflows or the customer experience.

Manager, UX / Design | Revelstoke / Arctic Wolf Networks

2023 - 2025

Joined Revelstoke working on its SOAR product with a focus on UX and front-end design. After the acquisition by Arctic Wolf, the role expanded to leadership of a distributed front-end team of up to six across the U.S. and Europe.

- Helped reshape SOAR to fit Arctic Wolf's product and customer needs following the acquisition, within a global cybersecurity business serving 10,000+ customer organizations across 80+ countries.
- Managed up to five concurrent initiatives through planning, stakeholder alignment, UX/design, delivery, launch, and triage.
- Worked closely with product, engineering, executives, and other stakeholders to simplify complex cybersecurity workflows.
- Led a fully remote front-end team, including weekly priorities, performance management, reviews, project delivery, and executive communication.

Revelstoke was acquired by Arctic Wolf Networks in 2023.

02 / EXPERIENCE

Experience continued

Owner | Kaffeinated Pixels / 815 Media

2010 - 2023

Founded and ran a small digital design and technology studio for 13 years, serving hundreds of clients across a wide range of industries.

- Managed a small team while remaining hands-on with strategy, UX, design, development, and client delivery.
- Built websites, mobile applications, brands, and digital experiences for clients across healthcare, travel, real estate, retail, professional services, manufacturing, and other industries.
- Worked directly with owners and leadership teams on digital strategy, UX, site architecture, SEO, and conversion improvement.
- Owned client relationships, proposals, contracts, billing, schedules, and project delivery from first conversation through launch and ongoing support.

Operations Manager | AgriEnergy Resources

2002 - 2018

Led operations for an agricultural products company shipping across the United States, Canada, and Mexico, with responsibilities spanning logistics, compliance, HR, marketing, technology, and strategic initiatives.

- Managed cross-functional teams across support, sales, production, and fulfillment.
- Created and launched the company's first online freight-tracking system, replacing a more manual logistics process supporting shipments across North America.
- Introduced technology and new processes to improve how the company operated.
- Led branding and marketing initiatives across digital materials, trade shows, print, and corporate communications. AgriEnergy Resources was acquired by Douglas Products in 2018.

03 / PRODUCT WORK

A few things I've built

- 01 Freyt** Freight-management software for small and midsize transportation operations. Conceived, designed, and built end-to-end - from the product idea and workflows through UX, interface, and implementation.
- 02 Släkt** Shipped iOS family task-management product built around assignments, recurring chores, reminders, and shared household participation.
- 03 ShotMap** Hockey analytics product designed to make shot tracking and player/team performance data easier for players, parents, and coaches to understand and use.

04 / BACKGROUND

Toolbox, education + languages

TOOLS

Jira • Confluence • ClickUp • Adobe Creative Suite • HTML/CSS • React • Vue.js • Tailwind CSS • WordPress • Git • VS Code • Swift • Docker • Firestore • SEO

EDUCATION

B.A., Politics and Government

North Park University, Chicago, IL

LANGUAGES

English - Native

Japanese - Beginner, actively studying