

# Justin Kodama

Design leader with 20 years of experience including 7 years in leadership.

Comfortable operating anywhere from vision to execution.

Adept at connecting design decisions to business outcomes.

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Alameda, CA

## EXPERIENCE

### Director of Product Design / Codex Health

SEP 2022 – APR 2026 (promoted from Principal Product Designer, JAN 2024)

Led all product and marketing design for a chronic condition management platform, overseeing a team of designers while remaining deeply hands-on across web, mobile, and AI-driven features.

Contributed to measurable health outcomes across hypertension, diabetes, and obesity. Notable results include 62% of Stage 2 hypertension patients improving to Stage 1 or better and a 13.1 mmHg average systolic reduction.

Directed the vision and delivery planning for the next generation of Allie, our patient-facing app, by defining the roadmap, removing blockers, and enabling the design lead to ship with clarity and focus.

Pioneered the core innovation for our AI chatbot, Ask Allie, to engage patients in dynamic, personalized SMART Goals conversations. Unlike static goal-setting tools, Allie adapts to each patient's data and lifestyle barriers the way a human health coach would.

Designed Care Assistant flows for 8 hypertension and diabetes scenarios, achieving a 78% completion rate across 2,100+ flows started.

Improved onboarding funnel success by 30% by identifying true drop-off screens through deeper data analysis and redesigning accordingly.

### Associate Director of Design / Pear Therapeutics

MAY 2018 – JUL 2022 (promoted from Principal Product Designer, APR 2022)

Led a team of product designers delivering provider and patient products; built team culture through weekly syncs, inspiration sessions, and quarterly retrospectives.

Constructed a cross-functional customer journey map that guided business priorities by surfacing redundant, manual, and missing steps in the acquisition and retention process.

Led end-to-end design of a digital therapeutic for schizophrenia. A 12-week clinical trial showed symptom reduction and ~75% engagement through week 12.

Analyzed signup funnel data to identify highest drop-off points, redesigning cross-functionally to simplify the flow and remove restrictive legacy requirements.

### Product Design Lead / Bain & Company

NOV 2016 – APR 2018

First product designer at the firm. Defined the discipline's role, processes, and standards to deliver high-quality design across client engagements.

Winner of Bain's 2017 Digital Innovation Award.

### UX Design Manager / LOYAL3

JUL 2012 – OCT 2016 (promoted from Senior UX Designer, JUN 2014)

Led the UX team in designing simplified experiences for complex financial concepts (IPO signups, stock purchases, and rewards) for first-time investors.

### Creative Lead / Palm, Inc

JUL 2008 – MAY 2012 (promoted from Senior UX Designer, APR 2011)

Managed 8 designers and researchers delivering 10 core webOS apps (Email, Messaging, Calendar, Phone) across phones and tablets.

## SKILLS

Design Leadership

Product Definition

Product Strategy & Roadmapping

AI Product Design

UX & UI Design

User Research

## AI TOOLS

Claude (Covork, Code, Design)

Figma AI and Figma Make

Fireflies/Granola

HeyGen

## EDUCATION

M.S. Human Computer Interaction  
**CARNEGIE MELLON UNIVERSITY**

B.S. Cognitive Science (w/ Honors)  
**U.C. SAN DIEGO**