

# Cody Iddings

CONTACT

I'm Cody. I have humble beginnings on the small island of Kaua'i and now find myself in New Zealand. I'm a husband, dad, surfer, gamer & adventurer. I'm often described as "The Entrepreneur" and desire a keen sense of ownership in everything I do.

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[codyiddings.com](http://codyiddings.com)

FIND ME ON LINKEDIN

[linkedin.com/in/codyiddings](https://linkedin.com/in/codyiddings)

CHAT WITH ME ON MESSENGER

[m.me/codyiddings](https://m.me/codyiddings)

I am an established interactive and print designer, focusing on user experience and product design. My passion is experience design, or Human-Centered Design. I have a BA in graphic design, worked as the assistant art director for 3 years at SURFER Magazine, got sucked into all things user experience at Digital Telepathy, and now am leading product design for Trade Me Property in Auckland, New Zealand.

## CURRENT EXPERIENCE

Senior UX Designer at  
Trade Me Property

Design Partner at PullMKT

Contractor for various  
businesses (Segment)

## PREVIOUS EXPERIENCE

Senior UX Designer and Team  
Lead at Digital Telepathy

Graphic Designer at BLVR

Assistant Art Director  
at Surfer Magazine

## CLIENTS RANGING FROM LARGE CORPORATIONS TO SMALL ENDEAVORS, MOST NOTABLY:

15Five, ChaCha, Collabnet, Freedom Mortgage, Fuelly, Fullscreen, New Relic, Patagonia, Ruck.us, Segment, Upshur Smith and more.

## WHAT I LOVE AND AM PASSIONATE ABOUT

Product Strategy & Vision

Thought Leadership

Analytics & Research

UI & Visual Design

Experience and Human-  
Centered Design

Prototyping