

PATRICK AURELIO

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SUMMARY

Innovative Senior Product Designer and Product Manager with 12+ years shaping award-winning software and hardware products. Expert in end-to-end product lifecycle leadership, from strategy, roadmap planning, and backlog orchestration to hands-on UX design leadership and technical collaboration with DSP / algorithm engineers. Known for driving industry-recognized launches, elevating sound quality through deep technical partnerships, and delivering user-centric workflows validated through rigorous user research. Adept at balancing feature innovation with technical debt and platform stability while influencing cross-functional stakeholders across design, engineering, and GTM teams.

KEY SKILLS

Product Management: Cross-Functional Leadership, AI-assisted Productivity, Product Positioning, Sprint Planning, UX Design Leadership Agile/Scrum, PRDs

Tools: JIRA, Confluence, Figma, Notion, AI (primarily Anthropic)

Research & Discovery: User Interviews, Product Analytics, Competitive Analysis

Audio & Music Software: Music Production Workflows, DSP Concepts, MIDI, Audio Engineering

EXPERIENCE

Senior Product Designer, Platform & Console Application

Universal Audio | Scotts Valley, CA (Remote) | 2025

- Navigated competing platform priorities across a portfolio spanning multiple market segments, functioning as design and platform owner across multiple PM backlogs, synthesizing competing inputs into a workable sequencing logic across cross-functional product teams.
- Owned design direction and roadmap for UA's Console application: the primary interface through which users manage Apollo hardware, DSP routing, and plugin chains in real-time studio and live contexts.
- Made and owned the platform-level tradeoff decisions: influencing stakeholders across multiple departments, balancing roadmap commitments against technical debt to preserve trust and maximize customer delight.

Senior Product Designer, Software Instruments

Universal Audio | Scotts Valley, CA (Remote) | 2020 – 2025

- Shipped award-winning virtual instruments, including Opal Morphing Synthesizer: TEC Award for Outstanding Technical Achievement in Musical Instrument Technology (2023)
- Translated user research and product vision into feature priorities and requirements across DSP engineering, GUI design, and marketing.
- Deep technical collaboration with DSP algorithm engineers to achieve unprecedented sound quality and richness.
- Conducted sustained user research with musicians and producers to validate design decisions and uncover workflow pain points.

Product Manager, Software Instruments & Platform

Universal Audio | Scotts Valley, CA (Remote) | 2016 – 2020

- Owned the platform incubation work that made future instruments faster to ship, identifying reusable architecture, defining requirements, and holding the engineering investment against short-term feature pressure.
- Shipped Minimoog Model D, establishing a new benchmark for analog emulation accuracy.

- Shipped Ravel Grand Piano: a hybrid instrument that combined deep multisampling with physical modeling of sympathetic resonance behavior, a technical approach that differentiated it from pure sample-playback competitors.

Product Manager, Hardware (Audio Interfaces)

Universal Audio | Scotts Valley, CA | 2012 – 2016

- Drove upmarket and downmarket expansion of the Apollo interface line: managing end-to-end product launch across physical product development, market positioning, and platform coherence across segments with different customer models, price points, and competitive contexts
- Apollo 16: Flagship audio ecosystem that scales up to 64-channel high-end B2B solutions; TEC Award 2014 for Computer Audio Hardware.
- Apollo Twin / Apollo Twin USB: Drove expansion to high-TAM prosumer segment; TEC Awards 2015 & 2017 for Computer Audio Hardware.

Product Designer, Keyboards & MIDI Controllers

Avid / M-Audio | Irwindale, CA | 2011 – 2012

- Held product ownership across M-Audio's full MIDI controller line, coordinating with international development teams across hardware development cycles.
- Defined initial specifications for the Axiom AIR series and shipped mini keyboard products on schedule.

PREVIOUS EXPERIENCE

Creative Professional: Music (Patrick Scott)

- **Industry Expertise:** Built and maintained a full-time, professional DJ and production career lasting more than a decade, navigating quickly shifting music trends over a long timeline: demonstrating the market read and adaptability that sustained income through repeated industry disruptions.
- **Product Success:** Authored and produced original compositions licensed by premier global labels; achieving "A-list" support from world-renowned artists.
- **Diversified Revenue Streams:** Ranging from production and copy-writing for radio advertising to editing/composing for stage productions.

INDUSTRY AWARDS

TEC Award 2023 — Opal Morphing Synthesizer · Musical Instrument Software

TEC Award 2017 — Apollo Twin USB · Computer Audio Hardware

TEC Award 2015 — Apollo Twin · Computer Audio Hardware

TEC Award 2014 — Apollo 16 · Computer Audio Hardware

CERTIFICATIONS

AI Leadership & Strategy — Vanderbilt University / Coursera — Certificate earned April 5, 2026

Interaction Design Certification — Cooper Professional Education (Cooper U)

Certified Scrum Master (CSM) — Scrum Alliance

EDUCATION

School of the Art Institute of Chicago