

Zach Freed.

Product Designer.

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Experience.

Tentr

Senior Designer // New York, NY — Feb 2018 - present

Currently working in a full-stack designer role, focusing on the core web as well as the physical product experiences of the Tentr product. Working closely with engineers to implement shared components for React-based applications. In 2018, embedded with an agency to lead an effort to fully redesign the core web experience. This led to a net increase in conversion and revenue, and also introduced a proper platform and baseline for a/b testing. Worked with stakeholders to propose, introduce, architect, and test many minor and major features to the product to improve experiences for both campers and hosts.

Priceline.com

Designer // New York, NY + Norwalk, CT — Mar 2015 - Feb 2017

Designed and developed email templates, landing pages, and prototyped daily a/b tests with the goal of delivering a better experience to our customers. Worked with analysts and stakeholders to implement and develop new features. Was part of a design systems initiative with the goal of building a new and scalable design system for the core products.

Associate Designer // Norwalk, CT — Nov 2013 - Feb 2015

Redesigned the promotional and core transactional email marketing templates. Worked with engineers to develop solutions for core products and transactional emails as part of a company-wide initiative to support international currencies. Conducted dozens of a/b design tests per quarter.

Design Intern // Norwalk, CT — Jun 2013 - Oct 2013

Interned under a Senior Designer in the marketing department, working on various projects across many mediums. Joined the team full-time at the end of the internship.

Skills.

Soft skills.

Experience design

Interface design

Interaction design

Prototyping

Wireframing

Agile / Scrum methods

Design systems

Applications.

Sketch

Invision

Zeplin

Photoshop

Adobe Xd

Principle

Atom

Illustrator

Tech skills.

HTML

Sass

React

Gulp

CSS

Less

Vue

Git

Javascript

Education.

Quinnipiac University

BA, Interactive Digital Design // Hamden, CT — 2009 - 2013

Minor, Computer Science.

References.

Available upon request.