

# Zach Daley

UX PRODUCT DESIGNER

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## EXPERIENCE

### Overstock.com - UX Product Designer

JANUARY 2018 - PRESENT

I have worked as the lead UX product designer on a lot of different search projects including the results page and guided navigation (category pages).

The main objective was always to create a helpful UI backed by solid user research. This included working with other teams to get the right data to display during the journey and coincide with business goals by utilizing metrics.

### Oxyfresh - Senior Designer

DECEMBER 2014 - DECEMBER 2017

While working at Oxyfresh my duties were to create new branding and an ecommerce website for the company to position it as a high-end retail space. Among my other duties was to also create email campaigns centered around sales and new customer acquisition.

### Rainmaker Creative - UX Designer

NOVEMBER 2016 - MAY 2017

During my time at Rainmaker, I was responsible for branding, web, and print projects for several new and recurring clients. I also developed several client websites on the Wordpress platform.

### North by Northwest - Interactive Designer

JULY 2014 - DECEMBER 2014

During my time at North by Northwest I was able to design a website for a local rock corporation and design the websites for a few prospective clients.

## SKILLS

### Design

UX

User Research

Interface Design

Branding

Wireframing

Usability Testing

### Tools

Figma

Sketch

Photoshop

Invision

Zeplin

Illustrator

### Code

HTML

CSS/SASS

## EDUCATION

### Eastern Washington University

2010 - 2014

B.A. Visual Communication

Design