

Zach Daley

Product designer with a focus on inclusive design and strengthening the relationship between design thinking and business goals.

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EXPERIENCE

Overstock.com – UX Product Design Lead

JANUARY 2018 – PRESENT

I have worked as the lead UX product designer on a lot of projects including:

- Search results and guided navigation pages – *increased conversion by 2% for 1+ million daily visitors*
- Homepage redesign
- OSTK design system – *increased development speed and sitewide consistency*

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

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

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 – UX Designer

JULY 2014 – DECEMBER 2014

I was able to design a website for a local rock corporation and designed the websites of a few prospective clients.

SKILLS

Design

UX

User Research

Interface Design

Branding

Wireframing

Usability Testing

Tools

Figma

Sketch

Framer

Photoshop

Invision

Zeplin

Illustrator

Code

HTML

CSS/SASS

EDUCATION

Eastern Washington University

2010 – 2014

B.A. Visual Communication Design