

Zach Daley

Product designer of 8+ years with a focus on inclusive design and strengthening the relationship between design thinking and business goals.

<https://daley.design>
zach@daley.design

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:

- iOS/Android App — *created features that brought additional revenue of \$40M+ and app store rank increases*
- Search results and guided navigation pages — *responsible for conversion wins \$12M+*
- 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 UX 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

EDUCATION

Eastern Washington University

2010 - 2014

B.A. Visual Communication
Design

VOLUNTEER

ADPList.org Mentor

2022 - PRESENT

Top 1% Super Mentor
(June/July 2022)