Zach Daley

An experienced lead product designer with over 10 years of expertise, specializing in mobile and desktop UX with a passion for user-centered design, cross-functional collaboration, and impactful digital product experiences.

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

Experience

Beyond, Inc. - Lead UX Product Designer

Remote & Salt Lake City, UT │ January 2018 — Present

- **Designed and shipped consumer-centric experiences** on mobile (iOS, Android) and desktop, delivering high-quality, high-converting solutions for essential features such as the coupon wallet, cart/checkout, and homepage, resulting in a **$400M+ revenue surge** and improved app store rankings.
- **Led Search/Navigation team efforts**, achieving **$12M+ in conversion wins** by optimizing search results and enhancing guided navigation flows.
- **Owned the entire end-to-end design process**, from wireframing and user flows to pixel-perfect prototyping with engaging interactions, ensuring solutions met the highest standards of visual and interaction design.
- **Advocated for user-centered design** through data-driven decisions, partnering closely with product managers and engineers to align designs with business goals and KPIs.

Oxyfresh - Senior UX Designer

Coeur d'Alene, ID │ February 2017 — January 2018

- **Led the ecommerce website design**, creating user-centric, visually engaging experiences aligned with strategic product positioning, driving higher engagement in a new online market.
- **Drove targeted email campaigns** focused on increasing customer acquisition and retention, closely aligning design with consumer behavior insights and strategic goals.

Rainmaker Creative - UX Designer

Spokane, WA │ February 2016 — February 2017

- **Managed web, branding, and print projects** for small business clients, delivering tailored, high-quality digital solutions.
- **Developed websites on WordPress and Magento**, incorporating user-friendly layouts and visually cohesive designs that supported client goals.

Skills

Design
UX
Leadership
User Research
Interface Design
Prototyping
Usability Testing
Design Systems
Data Analysis

Tools
Figma
Sketch
Framer
Adobe Suite
Amplitude

Code
HTML
CSS

Education

Eastern Washington University

2010 - 2014

B.A. Visual Communication Design

Volunteering

ADPList.org Mentor

2022 - PRESENT

Top 1% Super Mentor (June/July 2022)

Oxyfresh - Interactive Designer

Coeur d'Alene, ID │ December 2014 — February 2016

- Led the rebranding of Life Matters, including the design and launch of a new website to enhance brand identity and user engagement.
- Designed printed marketing materials that aligned with the new brand vision, supporting outreach and sales efforts.
- Developed and implemented high-conversion email campaigns aimed at increasing customer acquisition and retention.

North by Northwest - UX Designer

Spokane, WA │ July 2014 — December 2014

- Led a website design project for a local rock company.
- Designed websites for potential clients in collaboration with the sales and marketing team.