

## Zach Daley

Designing scalable mobile and operational systems for millions of customers, teams, and organizations.

[zach@daley.design](mailto:zach@daley.design)  
<https://daley.design>

### EXPERIENCE

#### Praxis Sports

Founding Product Designer  
Feb 2025 — Present

First product designer at Praxis Sports, helping shape the platform across mobile, operational workflows, design systems, and overall product direction.

Led a full redesign across iOS and Android, creating a more scalable foundation while simplifying the experience for athletes, families, coaches, and administrators.

Designed scheduling, registration, and operational workflows supporting large MLS and USL-affiliated club operations.

Shaped roadmap priorities, product direction, and implementation strategy alongside engineering and leadership teams.

#### Beyond, Inc.

Lead UX Product Designer  
Jan 2018 — Feb 2025

Led iOS and Android product design across key e-commerce experiences including cart, checkout, homepage, and the Coupon Wallet feature, which contributed to **\$400M+ in annual customer revenue**.

Designed and launched the Explore Tab experience, **increasing monthly active users by 5% and feature adoption by 20% at launch**.

Drove product improvements across mobile experiences used by millions of customers, balancing user needs, business goals, and technical constraints.

Partnered across product, engineering, and business teams to improve engagement, retention, and conversion through iterative product improvements.

#### Oxyfresh

Senior UX Designer  
Feb 2017 — Jan 2018

Redesigned the e-commerce experience to create a more modern, user-focused platform aligned with product and marketing goals.

Developed targeted email and acquisition experiences that improved engagement and customer retention.

**Rainmaker Creative**  
UX Designer  
Feb 2016 — Feb 2017

Managed responsive web, branding, and marketing projects for small business clients across WordPress and Magento platforms.

**Oxyfresh**  
Interactive Designer  
Dec 2014 — Feb 2016

Led the rebrand of Life Matters, including a new website and supporting marketing collateral focused on improving engagement and brand consistency.

#### EDUCATION

**Eastern Washington University**  
2010 — 2014

B.A. Visual Communication Design, Minor in Business

#### VOLUNTEERING

**ADPList.org Mentor**  
2022 — Present

Recognized as a Top 1% Mentor, supporting designers through 1:1 career and product design mentorship.

#### SKILLS

Product Strategy, UX/UI Design, Design Systems, Mobile Design, Information Architecture, Prototyping, Accessibility, Cross-Functional Leadership, Figma, Framer, HTML/CSS/JS, React, Analytics