

Zach Daley

An experienced lead product designer with over 10 years of expertise, currently residing and working in beautiful Spokane, WA. My background encompasses skills in design, leadership, strategy, and mentorship.

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

Experience

Beyond, Inc. - UX Product Design Lead

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

- Led iOS/Android mobile app design, overseeing core feature updates (coupon wallet, cart/checkout, homepage) that contributed to a revenue surge of \$400M+ and improved app store rankings.
- Headed the Search/Navigation team initiatives, securing conversion wins totaling \$12M+ through impactful updates to search results and guided navigation pages.
- Owned the entire design process, from conceptualization and user research to full implementations. Demonstrated a strong ability to understand data analysis and success metrics, conducting thorough assessments of project success.
- Led strategic cross-functional collaboration, ensuring data-driven decisions throughout the user journey to meet business goals.

Oxyfresh - Senior UX Designer

Coeur d'Alene, ID | December 2014 — December 2017

- Oversaw the design initiative for the ecommerce website, ensuring a user-centric and visually engaging representation that aligns with strategic goals for product positioning in a new online market.
- Led the planning, design and implementation of targeted email campaigns with a primary focus on boosting sales and acquiring new customers.

Rainmaker Creative - UX Designer

Spokane, WA | November 2016 — May 2017

- Managed branding, web, and print projects for new and existing clients in the small business sector.
- Developed client websites using the WordPress and Magento platforms.

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.

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)