

Zach Lemis

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Education

University of Denver
Denver, CO | Fall 2020
UX/UI Bootcamp Certificate

University of Michigan | Taubman College of Architecture and Design
Ann Arbor, MI | Spring 2012
Bachelors of Science in Architecture

Skills

User Research & Testing
Project Management
Interaction Design
Visual Design
Prototyping
Graphic Design
Web Design
Architectural Design
Photography

Tools

Prototyping

Adobe XD
Figma
InVision
Miro

Creative

Adobe Creative Suite
Affinity Creative Suite
HitFilm Express 12

Web

WordPress
HTML 5
CSS 3
JavaScript

Modeling & Drafting

Autodesk AutoCAD
Rhinceros
V-Ray
SketchUp

Experience

Freelance | Graphic and Web Design *March 2019 – Present*

- Established my own brand, Wolverine Weightlifting, to build an in-person and online personal training business
- Developed marketing materials for various gyms and personal trainers through custom graphics, logos, social media posts, and educational and promotional content in order to grow their online presence and membership numbers
- Designed apparel for Michigan's Ultimate Frisbee Team and Wolverine Weightlifting
- Redesigned packaging for a small protein bar company to modernize its brand identity

Marketing and Operations Manager | Golden State Barbell Club

San Francisco, CA | July 2019 - August 2019

In this role, I ran the day-to-day operations and developed a business growth strategy to help popularize a new fitness facility. Through my marketing strategy and custom promotional materials, I converted the influx of potential leads to new members and helped build a new brand.

- Assisted in building the business and setting the stage to become profitable in the first few months
- Increased revenue by more than 50% in my first month through membership sales and high client satisfaction
- Developed marketing materials aligned with brand standards, resulting in full attendance for classes and seminars
- Shot and edited informational video series and promotional content, which increased social media following by 25%
- Increased customer base by targeting nutrition and athletic recovery-focused companies and by creating wellness programs for startups
- Launched, programmed, and promoted a popular Functional Bodybuilding class

Manager | Flagship Athletic Performance

San Francisco, CA | January 2017 - June 2019

In this role, I helped manage the business behind the scenes at a large, very busy, and growing fitness chain consisting of three separate gyms. This required the ability to manage projects, communicate, and coordinate with other Flagship managers, businesses, and contractors that Flagship depended on for daily operations.

- Hired and managed contractors on major maintenance items, managed inventory, ordered equipment, and performed maintenance
- Achieved a 75% conversion rate through coaching New Member Series
- Built a new Weightlifting program by making it more accessible to beginners and maintaining effective relationships with clients, resulting in full attendance for each class

Assistant Manager | Wolverine Strength and Conditioning

Ann Arbor, MI | January 2015 - October 2016

In this role, I kept the facilities running smoothly by handling inventory, membership sales, and client retention by creating a welcoming environment and a fun workout environment.

- Designed programming for all class offerings - Daily CrossFit classes, daily Competitive Athlete Track, bi-weekly Barbell Club, daily accessory work, and Foundations Program
- Expanded and trained the coaching team with monthly coach development and internship programs
- Organized, programmed, marketed, and hosted a sold-out local fitness competition

Architectural Assistant | Dangerous Architects

Chelsea, MI | August 2012 - September 2015

- Oversaw new projects from conception to construction through effective project management
- Brought client's ideas to life to showcase our designs by utilizing 3D modeling and rendering
- Redesigned the company's website to highlight our work
- Worked closely with clients, contractors, and city officials to keep our project timeline on track

Projects

Health & Wellness Coach Website Design | fittess.com

A new website, blog, and logo for an up and coming nutritionist to establish her brand. The site showcases her story, services, and process with an engaging user experience and tone.

TripWolf - Travel App | [Case Study](#)

A collaborative group trip planning platform that allows travelers to easily discover, plan, and book activities while optimizing their itinerary to get the most out of their vacation.