

ZOË ADELMAN

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zoeadelman.com

EXPERIENCE

PRODUCT DESIGNER, NOTION

July 2017 - Present

Test and deliver designs for Notion's Android and iOS apps, website, e-commerce store, design system manager, and email campaigns. Collaborate with engineering and marketing teams to develop and launch new features, including competitive integrations with Nest and HomeAdvisor.

CREATIVE TECHNOLOGIST, EFFECTIVE

April 2017 - July 2017

Managed and developed atomic design components within custom-built React.js digital style guide for a Fortune 500 client, providing necessary consistency across dozens of million-dollar products.

WEB DESIGNER, GALVANIZE

June 2016 - February 2017

Managed and built strategic marketing changes to improve funnel from awareness to conversion, including complete website redesign, A/B testing, SEO, web analytics/user tracking, and landing pages.

TECHNICAL ASSOCIATE, TECHSTARS

February 2016 - May 2016

Worked with industry-diverse startups to develop brand strategies, customer personas, and e-commerce sites for product launch. Facilitated Lean Startup and design thinking methodologies.

SKILLS

DESIGN

Usability Testing
User Research
Web Design
Surveying
Prototyping
Personas
Style Guide

DEVELOPMENT

HTML5
CSS3
JavaScript
React.js
Git
Jekyll
Liquid

ANALYSIS

Google Tag Manager
Google Analytics
Optimizely
Chartio
Zapier
Rainbow Spreadsheets

EDUCATION

UNIVERSITY OF COLORADO

Class of 2013

BA in Anthropology and Spanish

GALVANIZE

2015

Full-Stack Web Development Immersive