

## EXPERIENCE

### Zume, Inc.

SAN FRANCISCO & MOUNTAIN VIEW, CA

#### Product Designer III

APRIL 2019 - PRESENT

- Establish & lead first atomic design system, and lead design for Console (suite of web tools to manage mobile kitchens operations)
- Design mobile kitchen workflow web app: research, prototyping, delivery
- Help scale Product Design team from 4 to 12

#### Product Designer II

MARCH 2017 - MARCH 2019

- Started as sole designer, helped hire & onboard 15 designers
- Designed delivery driver iOS & Android app: research, prototyping, delivery
- Redesigned Zume Pizza ecommerce site, iOS & Android apps
- Internal admin apps (order dispatch, menu configuration, kitchen display)
- 2 rebrands (web/apps, logo design, typography), food photography

### Digital Surgeons

NEW HAVEN, CT

#### Design Intern

AUGUST 2016 - FEBRUARY 2017

- Designed UI, branding, & graphics with CEO, Creative Director, developers
- Clients included CamelBak, Carnegie Mellon, Freshpet, & NuGo Nutrition

### Kaideas

2009 - PRESENT

- Freelance design for clients including Yale Carbon Containment Lab; The Players' Tribune; Earnest Inc.; Office of the Yale University Printer; Yale Investments Office; SME, Inc.; Brandiose; California Summer Music

## EDUCATION

### Yale University

NEW HAVEN, CT

#### Bachelor of Arts, Art Major (Graphic Design concentration)

2012 - 2016

- GPA 3.87/4.0; graduated *cum laude* with distinction in the major
- Senior thesis: Punctumotion, *innovative motion-based punctuation system*
- As Intramural Director, led Berkeley College to 1<sup>st</sup> championship in 56 years

### School of Visual Arts

NEW YORK, NY

#### Type Design Summer Residency

SUMMER 2014

- Designed typeface Kettle Kern with Tobias Frere-Jones, Jessica Hische

### Other education

- **Business Essentials for Designers (Designer Fund Workshop)**, Fall 2019
- **Conferences:** Clarity Conference, 2019; Rethink Design Systems, 2018-2019; Brand New Conference, 2019; UI23 (Jared Spool's UIE), 2018
- **Choate Rosemary Hall (HS):** GPA 3.8/4.0; SAT 2350/2400; Dean's List

## LINKS

🔗 [PORTFOLIO](#)

[kaideas.info](http://kaideas.info)

🌐 [LINKEDIN](#)

[linkedin.com/in/kaideas](https://linkedin.com/in/kaideas)

## SKILLS

UI/UX

Design Systems

Web, iOS, Android Design

User Research

Prototyping & User Testing

UX Writing & Copywriting

Brand/Identity

Iconography

Figma, Sketch, InVision

Adobe Creative Cloud

HTML/CSS/Javascript

Spanish

## AWARDS

Best Overall (team lead),  
1<sup>st</sup> Zume Hackathon

Hero of the Sprint,  
Digital Surgeons

Yale Lohmann Prize,  
*excellence in undergrad.  
design, honorable mention*

Yale Robert Lewis Award,  
*demonstrating ideals of  
intramural competition*

Berkeley College  
Mead Cup, *contributing  
most in leadership & service*

Berkeley College  
Athletic Prize

## ACTIVITIES

Manager for Zume sports  
(softball, soccer, dodgeball)

Conference room naming

Cello & chamber music