



Morgan Zehnder

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San Francisco Bay Area

SUMMARY

As a sales and marketing professional in Sports-Tech, I assisted clients using an SaaS recruitment platform. Seeing clients struggles firsthand & representing their interests as Product Bridge, I discovered the importance of user-centric product design. Through my 6 month UX Design Mentorship, I refined my user research skills and developed a passion for colorful, engaging user experiences.

SKILLS

Design • User Surveys, Competitive Analysis, User Interviews, User Personas, User Flows, Information Architecture, Branding, Logo Design, Wireframing, Prototyping, Sketch, Invision, Balsamiq, Usability Hub, User Testing, Adobe Illustrator, IOS, Android, Responsive Design

Code • HTML, CSS, Github, Beginner JQuery & Javascript

Marketing • Email campaign management, Metric-based decision making, Market segmentation, Trade show materials & presentation, Amazon Sponsored Product & Keyword Search ads

Sales • Salesforce, Trade show planning & execution, Prospecting, Qualifying leads, B2B & B2C sales, Amazon sales, Onboarding clients, E-commerce channel management, B2B and B2C client service

EDUCATION

BLOC Design Track • UI, UX, Branding & Frontend Development

Aug 17 - Feb 18

University of California, Santa Barbara • BA Economics & Accounting, 3.65 GPA

2010 - 2014

SELECT PROJECTS

Wasted

[View Prototype](#)

[View Case Study](#)

A curated e-commerce thrift shop built to give shoppers the thrill of finding unique items without the time and uncertainty of traditional thrifting.

Spotted

[View Prototype](#)

[View Case Study](#)

An android application built to help users discover, review and order from local food trucks.

WORK EXPERIENCE

Lead Account Manager • CaptainU

Nov 16 - Aug 18

Leader in athletic development & recruiting software for athletes, clubs, events & colleges.

Drive revenue through client retention (83% retention rate) & imports to increase number of active users

Develop & direct client marketing strategy on the platform, including creating content for profiles & marketing campaigns

Account Manager • Pura Stainless

Aug 14 - Aug 16

High growth eco-friendly consumer goods company with in-house design, manufacturing & distribution

Managed communications & strategy for 150 retail accounts, contributing to 100% increase in 2015 sales

Developed onboarding procedures for 100+ new accounts, improving product familiarity & maximizing self-sufficiency

Marketing Manager • Pura Stainless

May 13 - Jan 14

Established Pura as an Amazon merchant, optimizing Sponsored Product Ads, & strategically retargeting competitor listings

Created, tested, & launched market specific email campaigns for lead generation, funnel conversion & onboarding