MORGAN ZEHNDER

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SF BAY AREA

SELECT PROJECTS

WASTED   PROTOTYPE   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   PROTOTYPE   CASE STUDY

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

WORK EXPERIENCE

CAPTAIN U

LEAD ACCOUNT MANAGER | NOV 16 - AUG 17

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

PURA STAINLESS

ACCOUNT MANAGER | JAN 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 a 100% increase in 2015 sales

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

PURA STAINLESS

MARKETING MANAGER | MAY 13 - JAN 14

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

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

SUMMARY

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

LANGUAGES

HTML, CSS, GitHub, 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

UC SANTA BARBARA | 10 - 14

B.A. Economics & Accounting, 3.65 GPA

BLOC DESIGN | AUG 17 - FEB 18

6 month Design Apprenticeship