

# Zachary Bowles

UX/UI Design

Portland, OR

## Contact



zachbowles.com



znsbowles@gmail.com



626 993 7501

## Skills

### Design

- User Flows
- WireFraming
- Prototyping
- Interaction design
- User centered design
- Information architecture
- Design strategy

### Research

- User Interviews
- Competitive Research
- Comparative Analysis
- Usability Testing
- Surveys

### Soft

- Communication
- Teamwork
- Problem Solving
- Time Management

## Tools

- Sketch
- InVision
- Adobe Creative Suite
- Figma
- Abstract
- Slack
- Google Drive
- Microsoft Suite

Offers experience in UX/UI design, small business strategy, marketing, and sales. Strategizing how to effectively utilize finite resources to maximize a small company's potential has been a large part of this young career.

## Experience

2019-  
Present

### User Success Lead at RoasterTools

- Leveraged user feature request data with subscription retention rates to concept a new business roadmap and strategy.
- Conducted a usability report of the application and composed a report of suggested solutions to improve the overall user experience of the APP.
- Created a new onboarding system and wrote help documentation to help new users learn the app faster.

2018-  
2019

### Marketing and Sales Associate at RoasterTools

- Redesigned marketing strategy by migrating to a CRM and focussing on email outreach.
- Strategized effective outreach strategy to maximize lead engagement.
- Created a referral program as a low cost method of generating new leads
- Created a new website marketing landing page that increased web traffic by 30% through improved SEO

## Education

2019

### Career Foundry Certificate in UX/UI Design

- Studied the fundamentals of UX and UI design while creating native mobile apps and responsive websites
- Focused on human centered design principles and agile methodologies

2015 -  
2018

### Reed College, Portland OR Bachelor of Arts, History

- Conducted year-long independent research project on Federal narcotics laws. Resulted in 100-page publication.