Zach Freed

Product Designer zachfreed.com zach.freed@gmail.com

Work

Negotiatus
Senior Product Designer
Feb 2020 – Present
New York, NY
Remote

As the first design hire, worked closely with business leaders to introduce an inclusive and transparent product design-led culture across the organization. Implemented several new features that unlocked new revenue streams. Fostered a product design sprint process with engineering. Identified and iterated key workflows of the core app which lead to marginal increases in customer satisfaction, experience, and improvements to average closing time for sales. Worked with product managers to conduct internal stakeholder and customer interviews, usability tests, and to synthesize results.

Tentrr
Senior Designer
Feb 2018 – Jan 2020
New York, NY

Worked as part of a growing multi-functional team with a focus on the core web and physical product experiences. Partnered closely with engineers to create a better design and development experience. Introduced a redesigned Tentrr web product and experience which led to a sustained ~15-25% avg MoM increase in bookings for 2019. Also worked with stakeholders to execute a testing process and methodology for both front-and-back of the house experiences.

Priceline.com
UX/UI Designer
Mar 2015 – Feb 2017
Norwalk, CT
New York, NY

Designed and developed templates, landing pages, and prototyped daily tests for both marketing and product. Worked with stakeholders across multiple teams to implement and develop new features. Was part of a new internal design systems initiative with the goal of building a new and scalable language for core products, as well as improving cross-team synergy and developer experiences.

Associate UI Designer
Jun 2013 – Feb 2015
Norwalk, CT

Redesigned core email templates with an emphasis on creating a sustainable and scalable testing architecture. Worked with designers and engineers across several teams to develop solutions for core products and transactional collateral as part of a company-wide initiative to support international currencies. Managed and conducted tests with anywhere from two to ten variants per test, per quarter.

Skills

Rapid prototyping
Wireframing
Agile/Scrum methods
Service design
Design systems

Figma
Sketch
Principle
Adobe Xd
Fullstory

HTML
CSS
Sass
Less
Javascript

Education

Quinnipiac University
2009 – 2013
Hamden, CT

BA, Interactive Digital Design
Minor, Computer Science