Zach Freed

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Skills

Sketch	Adobe Xd
Photoshop	InDesign
Illustrator	Dreamweaver
Sublime Text	Invision
Git	Zeplin

HTML	Javascript*
CSS	PHP*
Sass	SQL*
Less	

Angular*	jQuery*
Freemarker	

Agile and Scrum Experience
* Learning or lightly familiar

Experience

Priceline.com

Web Designer / March 2015 - February 2017

Designed and developed promotional and transactional email templates and landing pages and prototyped daily a/b tests with the goal of delivering a better experience to our customers. Worked with analysts to discover potential tests and identify improvements for our customer journey. Helped create and maintain the UIs of two internal email systems. Implemented a new HTML/CSS design system to improve performance, experience, and efficiency for the email marketing team. Was part of a design systems team with the goal of building a new and scalable design system for the priceline.com core products using Sass and React.

Associate Web Designer / November 2013 - February 2015

Redesigned and rebuilt the bulk of the promotional and core transactional email marketing templates. Worked with multiple teams to design and build new solutions for core products and transactional email templates as part of a company-wide initiative to support international currencies. Conducted dozens of a/b design tests built around user research and data.

Design Intern / June 2013 - October 2013

Interned under a Senior Designer, designing and developing the HTML/CSS content for daily promotional email sends. Worked with the social media, brand, and communications teams on some special projects and campaigns across various digital mediums.

Digital Surgeons

Design Intern / June 2012 - August 2012

Interned under the Senior Designer and Creative Director at a full-service agency. Worked on a variety of projects with topics in web, ui/ux, print, email, and app design.

Education

Quinnipiac University
B.A., Interactive Digital Design
Fall 2009 - Spring 2013
Minor, Computer Science
Dean's List, Fall 2011

References

Justin LeBlanc
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