

# Zach Freed.

Product Designer.

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## Experience.

### Tentrr

**Senior Designer** // New York, NY — Feb 2018 - present

Currently working in a full-stack designer role, focusing mostly on the core web experience at Tentrr, and working on some of the physical product experiences. Working closely with engineers to implement shared components for React-based applications. Embedded with a studio for several months leading an effort to fully redesign the core web experience. This led to a net increase in conversion and revenue, and introduced a proper platform and baseline for a/b testing. Worked with stakeholders to propose, introduce, architect, and test many minor and major features to the product to improve experiences for both campers and hosts.

### Priceline.com

**Designer** // New York, NY + Norwalk, CT — Mar 2015 - Feb 2017

Designed and developed email templates, landing pages, and prototyped daily a/b tests with the goal of delivering a better experience to our customers. Worked with analysts and stakeholders to implement and develop new features. Was part of a design systems initiative with the goal of building a new and scalable design system for the core products.

**Associate Designer** // Norwalk, CT — Nov 2013 - Feb 2015

Redesigned the promotional and core transactional email marketing templates. Worked with engineers to develop solutions for core products and transactional emails as part of a company-wide initiative to support international currencies. Conducted dozens of a/b design tests per quarter.

**Design Intern** // Norwalk, CT — Jun 2013 - Oct 2013

Interned under a Senior Designer in the marketing department, working on various projects across many mediums. Joined the team full-time at the end of the internship.

## Skills.

### Soft skills.

Experience design

Interface design

Interaction design

Prototyping

Wireframing

Agile / Scrum methods

Design systems

### Applications.

Sketch

Invision

Zeplin

Photoshop

Adobe Xd

Principle

Atom

Illustrator

### Tech skills.

HTML

Sass

React\*

Gulp

CSS

Less

Vue\*

Git

Javascript

\* Familiar

## Education.

### Quinnipiac University

**BA, Interactive Digital Design** // Hamden, CT — 2009 - 2013

Minor, Computer Science.

## References.

Available upon request.