

Zach Johnson, Product Designer

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EXPERIENCE

Product Designer Solinftec Oct 2019 - Present

- Launched a refined web application allowing ag retail managers to plan, optimize, and follow their day-to-day operations, prompting a more than 2x increase in paying users
- Redesigned an iOS app for chemical applicators, resulting in 20% more efficient, higher-quality chemical applications
- Spearheaded the design of an accessibility-focused iOS app for elderly truck drivers, leading to a 15% decrease in travel time
- Collaborated with the marketing, sales, and leadership teams to refine and implement branding and design standards

Design Team Lead BoilerMake Hackathon Jan 2018 - Jan 2020

- Chaired a 4-person team that designed and launched branding, marketing materials, and a web app that led to a 30% increase in hacker submissions over the previous year

UI Design Intern Aetna Digital June 2018 - Aug 2018

- Researched and created user flows, UI mockups, and prototypes to inform Aetna Health users of cancer screening options

EDUCATION

Purdue University BS in Computer Science May 2020

- Minors in Art & Design Studio, Entrepreneurship
- Supervised a team of Resident Assistants as we built an inclusive, thriving residential hall community for 600 residents

SPECIALTIES

Mobile design

Branding design

Visual design

Motion design

Interaction design

Rapid prototyping

TOOLS

Figma

Sketch

InVision

Adobe Illustrator

Adobe After Effects

CODE

HTML/CSS/Javascript

Java, C, C++

HOBBIES

Running, Biking,

Sewing, Relief printmaking,

Cooking, Houseplants