Zack Labadie

Proud generalist and multi-disciplinary designer who values ethics, craft, collaboration, and simplicity.

zack.design

hey@zack.design

(207) 650–6653

Catch	**Lead Designer** MAR '20 → FEB '21	Worked directly with Catch's founders and leadership team to define the product roadmap, ship loveable features, and double Catch's active userbase in preparation for a Series A. Led Catch's two-person powerhouse Design team, providing mentorship, feedback, and project management.
	Senior Product Designer APR '18 → MAR '20	Collaborated with Catch's Design Director and founding team to take Catch from zero to 10,000+ users, doing a little bit of everything along the way. Feature-level highlights include Retirement, Health Insurance, and Autopilot.
BevSpot	**Designer** MAY '16 → AUG '17	Designed and developed self-serve Help Center using Wordpress. Also: email design, dev + QA, prototyping, A/B testing, data viz, and animation.
America's Test Kitchen	**Digital Designer** JUL '15 → APR '16	Designed and developed a Shopify site that generated over $1.1M in sales over five days. Also: email design, dev, + QA, prototyping, infographics, web design, and social assets.

| Northeastern University | **BFA Design**
SEP '13 → DEC '17 | Graduated summa cum laude with a 3.85 GPA. Earned a BFA in Design with a concentration in Experience Design. |