

# Zack Labadie

[zack.design](http://zack.design)

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

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## 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.

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## 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.