



# RACHEL ZEMBKO

Lead Product Designer

## CONTACT

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## WORK EXPERIENCE

### LEAD PRODUCT DESIGNER

*Stitch Fix | July 2022 - Present*

- Headed all end-to-end design focused on enhancing client retention and growth through the ownership of loyalty and incentives based products.
- Influenced creative strategy and design solutions with cross-functional partners to optimize performance for client-right experiences.
- Led the design and cross-functional collaboration to conceptualize, develop, and test a product-branded Loyalty Pilot.
- Executed a complete redesign of gift card experience leveraging user insights to support growth needs of the business.
- Architect robust workflows to tackle complex design problems, seamlessly integrating UI/UX principles and design elements for optimal user experiences.
- Overhauled creative design critique to enhance organization, alignment, and participation which has resulted in increased productivity and elevated design quality.

### CREATIVE MANAGER & SENIOR PRODUCT DESIGNER

*Red Ventures | September 2018 - July 2022*

- Spearheaded cross-functional collaboration across Red Ventures' brands, taking full ownership of end-to-end user experiences using data-driven insights.
- Designed marketing landing pages for new product launches, optimized websites through research and industry best practices, and introduced innovative products to elevate customer experiences.
- Managed a hybrid team, overseeing design, content, and user research strategies, while fostering individual team member growth.
- Led iterative creative testing to drive customer acquisition and conversion rates for major telecom clients like Verizon, AT&T, DIRECTV, Frontier, and HughesNet.

### SENIOR WEB DESIGNER

*Townsquare Interactive | June 2016 - September 2018*

- Created complete branding packages, responsive websites, display ads and native mobile applications customized for each client.

## EDUCATION

### BACHELOR OF ARTS IN MEDIA ARTS

*University of South Carolina | August 2011 - December 2015*

## CERTIFICATIONS

### Digital Accessibility Bootcamp

Deque, 2022

### Leading Hybrid Teams

Workplaceless, 2022

### Best Practices for Inclusive Photography

Red Ventures, 2022

### Manager Leadership Education Program

Red Ventures, 2019

## SKILLS & TOOLS

Figma, FigJam, Sketch, Adobe Creative Suite, Invision, Miro, Slack, Zoom

UX/UI Design, Responsive Design

User Testing and Research

A/B Testing

Co-Creations and Creative Sprints

User Flows, Journey Mapping, Prototyping

Coding fundamentals: HTML, CSS, JavaScript

Experienced with Kanban, Agile & Lean methodologies

Mentoring and Leadership

## PERSONAL SKILLS

Effective Communication

Creative Problem Solving

User Research and Empathy

XFN Stakeholder Collaboration

Team Building