



Zach Koss

I approach design with a deep appreciation for user perspectives. My aim is to help people and provide memorable experiences. I enjoy researching, ideating, collaborating and using wit to create unique design solutions.

Experience

Graphic Designer

Drip | Minneapolis | 2018-2020

- Created Shopify app store experience with motion graphics, icons, media gallery & in app use cases
- Designed & developed user personas with product team
- Designed landing pages for Shopify, Magento & WooCommerce integrations
- Directed various ad experiences that increased engagement in self-serve sales channel

Technical Support Specialist

Leadpages | Minneapolis | 2015-2018

- Collaborated with product team to identify, conceptualize & implement UX improvements
- Designed custom email templates
- Created instructional support video series

Training & Support Specialist

Siteimprove | Minneapolis | 2012-2015

- Developed video tutorial series & webinars
- Led training & implementation for university clients

Web Editor

Hamline University | Saint Paul | 2010-2012

- Key member of website redesign team
- Developed digital marketing campaigns for undergraduate admission events
- Designed UI for mobile site

Skills

Visual Design

Interactive Design

Prototyping

Wireframing

User Research

Illustration

Animation

SCRUM

Tools

Illustrator

Photoshop

InDesign

Sketch

InVision

HTML

CSS

Education

M.F.A - Design

University of WI - Stout. 2018

B.A. - Graphic Design

University of WI - Eau Claire. 2006.