



ZACH BYRD | LEAD PRODUCT DESIGNER

My purpose and passion in design is to improve businesses, communities and therefore lives. I accomplish this through the pursuit of thoughtful, purposeful, targeted, scalable, durable, intelligent, and creative design solutions.

EXPERIENCE

Kroger Grocery – Lead Product Designer
Jan. 2022– Present

I am leading the design and implementation of an app called My Day, built for Kroger associates which enables them to get work done more efficiently and with higher accuracy.

Rex – Lead Product Designer
Aug. 2021– Oct. 2021

I worked to design the MVP of a Rex startup called OwnProp, a business and digital product enabling investors to purchase fractional shares of real estate tokenized and placed on the blockchain.

ActivTrak – Senior Product Designer
Feb. 2020 – Aug. 2021

I came on board to build the design department from the ground up as I was the first hire focused on user experience design. Since then, our company has more than doubled in revenue and employees.

PLUSONE – Art Director // Senior UI/UX Designer
June 2018 – Feb. 2020

As Director, I meet with clients and passed on the vision to a designer / developer on the team, guiding the process from start to finish. Regularly that included me building the UI/UX strategy and the full design for any given project and then working with our developer to build things that are outside my front-end dev skills.

Rocket Byrd Design – Owner // UI/UX // Front-End
Jan. 2011 – June 2018

As a full-service design shop, I was the Art Director for every project and the lead UI/UX designer for our website and design builds. We also had an emphasis on branding. While including graphic design projects, I also balancing the business side of things.

BUHV Designs – UI/UX Designer // Front-End Dev.
April. 2017 – Aug. 2017

I helped the team with website builds utilizing UI/UX practices best suited for Wordpress, along with front-end dev hard-coding.

The Art Shoppe – Art Director // Designer
May. 2014 – Sep. 2014

I worked with the owner to create engaging print and packaging designs for a variety of clients and art supply products. Also, I was the product photographer for the packaging and the product catalog.

EDUCATION

BFA, Communication Design
Metro State University of Denver

SOFTWARE

Figma / Sketch
Invision
Jira
Miro
Playbook
Usability Hub
Intercom
Atom (code editor)

SKILLS

Product Design
Art Direction
Basic Front-End Dev
Interactive Design
User Interfaces
User Experience
Visual Design
Branding
Typography

INTERESTS

All Things Art & Design
Photography
Printmaking
Graphic Art
Woodworking
Golfing
Beach Volleyball
Camping
Fishing
Wondering

VOLUNTEER WORK

Alzheimer’s Association
Therapeutic Painting Teacher

Taught individuals with Alzheimer’s disease, or related dementias, watercolor painting in an effort to bring comfort and joy through art.

Families First CO
Group Leader

Worked with abused and neglected children in group sessions focused on working towards social and emotional health.

Habitat for Humanity
Laborer

Helped with exterior painting projects for people in need in the community.