

# Zachary Pearson

Product Designer

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## SUMMARY

Product designer and founder shipping five live consumer e-commerce and B2B web experiences across mobile, tablet, and desktop. Cross-functional PM and Certified Scrum Master with two decades at Verizon validating consumer-facing pricing and promotion at scale.

## SELECTED PROJECTS

### KeptPages

keptpages.com

AI-powered consumer app for preserving handwritten family recipes. Mobile-first PWA from phone-camera capture through AI extraction, book design, checkout, and hardcover fulfillment; iterated with 10+ closed-trial users.

### Cottages Concierge

cottages-concierge-site.pages.dev

B2B SaaS for short-term rental hosts. Designed marketing site with conversion-focused information architecture, two-tier pricing, and interactive chat mockup demonstrating the product.

### Freezer Batch Cocktails

freezerbatchcocktails.com

Consumer calculator with 18 preset recipes plus custom builder. Real-time outputs (ABV, dilution, pour-off, servings) with multi-modal export and ADA-conscious markup.

### The Dough Formula & The Pizza Dough Formula

thedoughformula.com · thepizzadoughformula.com

Multi-product design system across two sister sites with shared component library and distinct brand expression per surface. Designed dense expert-tool IA with progressive disclosure; "Plan My Bake" generates timed baking schedules with calendar export.

## EXPERIENCE

### ProBuild Digital LLC · Founder & Product Designer

Oct 2024 – Present · Saybrook, OH

- Designed and shipped five production web experiences for consumer e-commerce, B2B SaaS, and interactive content platforms, sized for mobile, tablet, and desktop.
- Conduct user research through closed trials, direct interviews, and analytics review; iterate wireframes, prototypes, and live builds from qualitative and quantitative feedback.
- Maintain shared design system patterns across product surfaces; produce design documentation covering user flows, interaction behavior, and component usage to keep product and engineering aligned.

### Verizon

Feb 2005 – Sep 2024 · Hilliard, OH

#### Project Manager, FinOps

Oct 2021 – Sep 2024

- Partnered with Product, Engineering, Finance, and Operations as Scrum Master; facilitated ceremonies and removed blockers across design and implementation. Delivered 99.9% accuracy across millions of monthly transactions.

#### Senior Analyst, Pricing & Promotions UAT

Jul 2016 – Oct 2021

- Led user acceptance testing for consumer-facing pricing and promotion launches reaching millions of subscribers; built validation frameworks and ISTQB-aligned testing standards that ensured end-to-end customer experience quality and reduced post-launch defect rates.

## SKILLS

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|-------------------------------|--|
| <b>Design</b>                 | UX · UI · Visual · Information Architecture · Interaction · Design Systems · Mobile-First & Responsive · Wireframing & Prototyping |
| <b>Tools</b>                  | Figma (Design + Prototyping) · In-browser prototyping · AI-augmented workflow · Design documentation                               |
| <b>Research &amp; Testing</b> | Usability Testing · User Interviews · A/B Testing · UAT · Qualitative & Quantitative Methods · ISTQB                               |
| <b>Accessibility</b>          | WCAG / ADA Compliance · Semantic Markup · Keyboard Navigation  |
| <b>Build</b>                  | React · HTML/CSS · Astro · Tailwind · Cloudflare Pages · Supabase  |
| <b>Certifications</b>         | Certified Scrum Master (CSM) · Certified Scrum Product Owner (CSPO) · ISTQB Foundation   |
| <b>Education</b>              | B.A. Political Science, Kent State University, 2002 · M.B.A. in progress, Jack Welch Management Institute                          |