Hello.
I'm Zachary Lalich.

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Education

2022 | BOOTCAMP
DESIGN SYSTEM
Memorisely

2019 | B.S.
INTERACTION DESIGN
Santa Monica College

2015 | A.A.
COMMUNICATIONS
Santa Monica College

Projects

2019
BIRD
Bird x SMC

2018
HULU ACCESSIBILITY
Hulu x SMC

Skills

- UI Design
- Design Systems
- Wireframing
- Prototyping
- Visual Design
- Motion Design
- User Research
- Usability Testing

Tools

- Adobe Creative Suite
- Figma
- Sketch
- InVision
- Framer
- Principle
- Zeplin
- Miro

Experience

JANUARY - AUGUST (2022)
PRODUCT DESIGNER
UNDERDOG FANTASY | NEW YORK, NY
- Create and maintain new and existing features for Underdog Fantasy.
- Create a design system for Underdogs digital products to help scale and improve overall communication.
- Integrate design tokens into design system to improve communication with development team.
- QA visual design with development team.
- Create sketches and wireframes based off user stories.

NOVEMBER - DECEMBER (2021)
UX/UI DESIGNER (FREELANCE)
AGENCY 39A | REMOTE
- Conducted user research and designed responsive web pages.
- Created branded social media images & guidelines.

JUNE (2020) - OCTOBER (2021)
ASSOCIATE UI DESIGNER (CONTRACT)
AT&T | CULVER CITY, CA
- Developed a dashboard to track the lifecycle roadmap for systems and applications in a scaled video production environment.

JUNE - AUGUST (2018)
DIGITAL INITIATIVES INTERN
MLB | NEW YORK, NY
- Built out custom web pages for league/club micro-sites via MLB's proprietary content management system.

JUNE - SEPTEMBER (2017)
PRODUCT DESIGN INTERN
NFL | CULVER CITY, CA
- Conducted user research and designed UI for the Fantasy Football app (3.5 million users).
- Collaborated with designers and developers to translate the information architecture of the existing tablet app to better reflect mobile designs.
- Sketched low-fidelity wireframes and made clickable prototypes.

MARCH - MAY (2017)
PRODUCT DESIGN INTERN
FOX SPORTS | PLAYA VISTA, CA
- Conducted user research and designed UI for the Fox Sports app.
- Sketched low-fidelity wireframes and made clickable prototypes.
- Designed user flows for a survey on the Fox Sports Go app for Xbox.