

ZOE REIFEL

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805.689.0014

SKILLS

User research

Wireframing & prototyping

Systems & architecture design

UI/UX design

Interaction design

TOOLS

Figma

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Adobe AfterEffects

Glyphs

EDUCATION

Wesleyan University

2017-2021

Created own major program in Interaction Design. Minored in Integrated Design, Engineering, and Applied Science. Graduated with *University Honors*, the highest academic award Wesleyan offers to less than 1% of each graduating class.

Glasgow School of Art

Fall 2019

Studied third-year product design for one semester. Areas of focus included service design, experience design, and branding/identity.

EXPERIENCE

Copilot Money, Senior Product Designer (Web)

09/2025-Present

Product designer focused on new web desktop platform.

Brex, Senior Product Designer

01/2024-09/2024

Spearheaded the refounding of Brex's Budgets product to enable financial administrators to track against planned spend in real-time. Received a *Founder's Grant*, awarded by the CEO to a small handful of employees each year for outsized impact at the company.

Brex, Product Designer II

08/2022-01/2024

Led zero-to-one design on a product-wide task inbox and notification center.

Brex, Product Designer I

08/2021-08/2022

Began my post-grad design career at Brex, a Series D startup that offers credit cards and expense management software to businesses. Worked across projects on Credit, Support, and Notifications.

Walden, Design Intern

07/2019-08/2020

Interned as the sole designer at a startup of four. Designed two web apps: one for personal coaches to manage their business and one to facilitate coach-client interactions. Reimagined brand identity, marketing website, and social media content.

Ontraport, Marketing & Design Intern

06/2018-08/2018

Worked on various marketing and design projects, including creating templates for Ontraport's website builder.

NOTABLE PROJECTS

Feminist & Justice-Oriented Approaches to Design

03/2020-05/2021

Developed senior thesis on critical methodologies to create ethically-designed technological platforms. Drew from feminist, disability, and posthuman theory to create a framework for design, then applied to an original design project for a mobile app centered around mutual aid.