

Ari Daly

acdaly@alumni.cmu.edu • [linkedin.com/in/aridaly](https://www.linkedin.com/in/aridaly) • aridaly.com

Experience

Senior Product Designer II / ZipRecruiter

Sept 2024 - Present

- Leading product design for the Employer experience, the driver of business revenue with millions of users
- Led the 0 to 1 design of a new hiring event product, driving on average over 3x the amount of quality applications per job for employers with 90+% of job seekers likely to use the product again
- Evolving ZipRecruiter's design system in a team of 4 designers; created a new color palette, designed and updated components, and presented the initiative to the Product Department and cross-functional teams

Senior Product Designer I / ZipRecruiter

Jul 2022 - Aug 2024

- Increased paywall conversion by 8.5% by leading the rollout of our new design system on Employer onboarding
- Increased utilization of a key feature by 100+%, improving tracking of downstream hiring signals and matching algorithms
- Mentored 1 product designer to their promotion within 1 year via 1:1s and new design team onboarding, standup, & critique processes

Product Designer / ZipRecruiter

Mar 2021 - June 2022

- Designed the monetization features of the candidate sourcing tool, generating \$2.2M monthly recurring revenue
- Led the design of the onboarding flow for a key product, improving its utilization by 11%

Product Designer / Carnegie Mellon University

Nov 2020 - Feb 2021

- Designed a mobile app to improve young adults' cybersecurity practices, enabling the launch of a large-scale research study on social influence's impact on privacy behavior

Product Designer / Oasis Recovery Center (via Master's Capstone)

Jan 2020 - Aug 2020

- Led team in conceptualizing innovative ways technology can improve access to addiction recovery support
- Created web & mobile designs and product roadmap backed by foundational and evaluative research

Education

Master of Human-Computer Interaction / Carnegie Mellon University

Aug 2019 - Aug 2020

Bachelor of Fine Arts / Carnegie Mellon University

Aug 2015 - May 2019

Skills

Design: Figma, Adobe Creative Suite, AI Tools, UI / UX Design, Advanced Prototyping, Product Strategy

Other: Usability Studies, Journey Mapping, Workshop Facilitation, Advanced HTML / CSS / JS