Grant Zerlaut

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WORK EXPERIENCE

Senior Brand Designer — **Roseville, CA** (Remote)
FlexCare Medical Staffing — *09/2024 – Present*

- Redesigned FlexCare's homepage from wireframes to launch, incorporating usability testing and stakeholder feedback to improve conversion by 12% and reduce bounce/drop-off by 35.5%
- Created referral-specific experiences (Referral Landing & In-App Referral) that improved clarity of the referral process, driving a 257% increase in referral engagement.
- Optimized high-volume email experiences (job alerts, onboarding, campaigns) through layout testing, and ran iterative A/B experiments, improving clarity and engagement (open rate +51.2%, CTR +25%, email driven traffic +44.9%).
- Established and maintained a scalable design system of 50+ reusable Figma components, reducing production time by 60% and ensuring design consistency across digital products.
- Directed UX design across web and email platforms, ensuring WCAG/ADA-compliant accessibility and strengthened usability, while collaborating with stakeholders to align design with business goals.

Digital Design Lead — **Solana Beach, CA**
Normandy Digital Marketing Solutions — *02/2023 – 07/2024*

- Oversaw product design and development for 5 web projects (2 ground-up builds, 3 redesigns), creating wireframes in Figma and collaborating with a cross-functional team of 5 to deliver user-centered sites that increased organic traffic by 26% and improved user retention by 144%.
- Produced wireframes and interactive prototypes to guide client feedback and streamline design-to-development handoff, reducing revisions by 30% and accelerating project delivery timelines.
- Modernized and refined HubSpot email templates and campaigns, applying UX/UI best practices to improve readability and engagement, increasing open rates by 42% and click-through rates by 51%.
- Applied user behavior insights to develop TikTok content strategy, showcasing brand personality and generating 40K+ views and 2.7K engagements in under 5 months.

Freelance & Independent Work — *07/2016 – Present*

- Co-founder and project lead for Reup, a subscription management platform, overseeing product vision, brand strategy, and MVP scope while designing and developing the full user experience from landing page to app.
- Built and launched a direct-to-consumer e-commerce brand with a custom Shopify storefront and full identity system, driving traction through content that earned 6M+ TikTok views, leading to a successful exit within a year.
- Delivered design solutions for 80+ clients, including web, brand, and digital assets, earning 33+ verified 5-star reviews and building expertise in user-focused, client-driven design.

EDUCATION

California State University San Marcos — **San Marcos, CA**
B.A. Communication — *Graduated 05/2023*

- Coursework in digital design, communication, and statistics.
- Achieved Dean's List recognition 2 years in a row.

LEADERSHIP & EXTRACURRICULAR

Vice President of Health and Safety — **San Marcos, CA**
Theta Chi Fraternity — *12/2020 – 12/2021*

- Oversaw 90+ members as exec board member; managed digital communications and produced promotional content.

CSUSM Surf Team — *10/2019 – 05/2020*

- Filmed and edited promotional videos, designed team merchandise, and competed in regional events.

Technical Skills

- **UX & Design:** Wireframing, Prototyping, A/B Testing, Design Systems, Accessibility (WCAG/ADA).
- **Tools:** Figma, Adobe Creative Suite, Webflow, Shopify, HubSpot, WordPress, Squarespace, MailChimp.
- **Development:** HTML, CSS, JavaScript.