

Grant Zerlaut

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WORK EXPERIENCE

Senior Brand Designer

FlexCare Medical Staffing

Roseville, CA (Remote)

09/2024 – Present

- Increased homepage conversion 12% and reduced bounce rate 35.5% by leading a full homepage redesign from wireframes to launch, informed by usability testing and cross-functional feedback.
- Drove a 257% increase in referral engagement by redesigning the end-to-end referral experience (landing page + in-app flow), reducing friction and clarifying incentives at the moment of intent.
- Improved lifecycle email performance (OR +51.2%, CTR +25%, traffic +44.9%) by redesigning high-volume templates and partnering with marketing on iterative A/B tests across job alerts, onboarding, and campaigns.
- Built and maintained a scalable design system (50+ components) that cut production time 60%, enabling faster experimentation and consistent UX across web and lifecycle touchpoints.
- Improved accessibility and usability across web and email by implementing WCAG-compliant patterns and aligning UX decisions to downstream conversion and recruiter workflows.

Digital Design Lead

Normandy Digital Marketing Solutions

Solana Beach, CA

02/2023 – 07/2024

- Led design and build of 5 web projects (2 ground-up builds, 3 redesigns) owning UX strategy, wireframes, and visual design, contributing to +26% organic traffic growth and +144% improvement in user retention.
- Reduced revision cycles by 30% by producing interactive prototypes and detailed wireframes that aligned clients and developers earlier, improving design-to-development handoff and overall project velocity.
- Increased email engagement (OR +42%, CTR +51%) by modernizing HubSpot templates with mobile-first layouts, clearer typographic hierarchy, and more focused CTAs across campaign and lifecycle sends.
- Drove early top-of-funnel traction on TikTok by applying user behavior insights to short-form content strategy, generating 40K+ views and 2.7K engagements in under five months.

Freelance & Independent Work

07/2016 – Present

- 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

B.A. Communication

San Marcos, CA

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

Theta Chi Fraternity

San Marcos, CA

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.