

Grant Zerlaut

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WORK EXPERIENCE

Senior Brand Designer

FlexCare Medical Staffing

Roseville, CA (Remote)

09/2024 – Present

- Owned the job card experience redesign, defining information architecture, hierarchy, and interaction patterns to reduce decision friction and support higher-intent engagement, contributing to a 19.8% increase in job board views and an 18.9% lift in engagement events month over month.
- Set design direction and led execution for a full homepage rebuild, partnering with IS for development while defining UX, content strategy, and visual systems, increasing conversion by 12% and reducing bounce rate by 35.5%.
- Defined and delivered the end-to-end referral experience, spanning landing pages and in-app flows, clarifying incentives at key moments of intent and driving a 257% increase in referral engagement.
- Established and scaled an experience system across web, email, and lifecycle channels, creating 50+ reusable components that reduced production time by 60% and improved consistency across high-traffic touchpoints.
- Led lifecycle experience redesigns in partnership with marketing stakeholders, modernizing high-volume templates and enabling structured A/B testing across job alerts, onboarding, and campaigns, increasing open rates by 51.2%, CTR by 25%, and traffic by 44.9%.
- Raised accessibility and usability standards across marketing surfaces, implementing WCAG-compliant patterns and aligning UX decisions with recruiter workflows and lead-quality goals to support sustained improvements in engagement and conversion efficiency.

Digital Design Lead

Normandy Digital Marketing Solutions

Solana Beach, CA

02/2023 – 07/2024

- Led UX strategy and design direction for multiple web builds and redesigns, owning information architecture, wireframes, and visual systems to drive a 26% increase in organic traffic and a 144% improvement in user retention.
- Set design standards and owned end-to-end design and development across client engagements, reducing revision cycles by 30% by eliminating handoff friction and rework.
- Modernized lifecycle and campaign email systems, defining mobile-first layouts, typographic hierarchy, and CTA patterns that increased open rates by 42% and CTR by 51%.
- Applied user behavior insights to short-form content and landing experiences, supporting early top-of-funnel growth with 40K+ views and 2.7K engagements in under five months.

Freelance & Independent Work

Ongoing

- Built and launched an independent direct-to-consumer brand across e-commerce and digital platforms, generating 6M+ organic social views that translated into hundreds of sales and a successful exit within one year.
- Delivered product, brand, and growth-focused design work for startups and small teams, operating as a strategic design partner across discovery, execution, and iteration.

EDUCATION

California State University San Marcos

San Marcos, CA

B.A. Communication

- Focus on user behavior, decision-making, and applied communication

TECHNICAL SKILLS

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