Zach Blocher
Product Designer

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Summary

Product designer with experience shipping end to end digital experiences from ideation to implementation. Combines visual design, interaction design, and technical development skills to create intuitive user interfaces and design systems. Self starter who collaborates cross functionally with diverse teams. Passionate about design tools and creative workflows.

Experience

Lead Designer & Founder / Pacific Brand Lab
San Francisco, CA / December 2023 – Present

- Designed and built proprietary PortfolioSync tool streamlining portfolio management workflows through intuitive UI/UX and automated data synchronization

- Led complete brand identity development and portfolio integrations for CRE clients, establishing visual guidelines and ensuring design consistency across websites

- Created concepts, interactive prototypes, and high fidelity mockups in Figma, iterating based on feedback and business requirements to solve complex design challenges

- Implemented designs in code and no code using Webflow, working closely with technical requirements to ensure proper execution and seamless functionality across breakpoints

Wildland Firefighter / USDA Forest Service Crew 7
Los Padres National Forest / June 2023 – November 2023

- Collaborated within 20+ member crews executing operations in rapidly evolving environments, maintaining clear communication and operational standards under pressure

Freelance Graphic Designer / Self Employed
San Jose, CA / October 2018 – November 2022

- Delivered brand identity and design solutions for clients across technology, retail, and nonprofit sectors

- Managed complete project lifecycles from strategy through delivery including logo design, marketing collateral, packaging, and 3D modeling

Core Skills

Product Design	Interaction Design	Webflow Development
Design Systems	Visual Design	Motion Design
UI/UX Design	Responsive Design	3D Design & Modeling
User Research	Accessibility Design	html/css
Prototyping	Usability Testing	javascript

Tools

Figma	Blender
Adobe Suite	Github
Webflow	
Framer	
After Effects	

Education

Full Sail University
Orlando, FL
Bachelor of Science
Graphic Design
2025

Cuesta College
San Luis Obispo, CA
Associate of Arts
Behavioral Sciences
2023