# ZACHARY BEDELL

**Product Experience Design // Software Leader // Web Dev**
zacbedell@gmail.com // 206.349.4218 // zacbedell.com

My twelve years in the software industry are built on a foundation of product design. Current skills include design of all types — specializing in product experience design — web development, software development management, product inception, business & sales, and personnel mgmt. Extensive experience inventing, designing, and delivering enterprise-class software to market. This, combined with adaptive interpersonal communication, strong writing ability, presentation experience, and accountability to executive-level ownership, has resulted in a successful track record of product design, development, and deployment, in a range of company sizes; global corporate, start-up, and mid-size.

## PROFESSIONAL EXPERIENCE

### Senior Consultant, UX
**SEPT 2016 — PRESENT**

BLUEPRINT CONSULTING SERVICES

Established and grew a design practice within the consultancy. Worked directly with Fortune 500 clients to define, design, build, and deliver custom software solutions.

### Software Development Mgr.
**JAN 2013 — SEPT 2016**

WEBTRENDS

Lead a full-stack software team to deliver product suite to market — resulting in **product acquisition**. Worked directly with Product group to define product experience, then executed against that plan.

### Lead User Experience Designer
**JULY 2009 — JAN 2013**

WEBTRENDS

Designed on-page marketing content tool to allow non-technical users to produce web content optimization tests without need of a web developer or coding experience — **3x** sales increase.

### User Experience Designer
**APR 2008 — JULY 2009**

WIDEMILE (Start-up)

Designed content optimization software as a start-up member, focusing on ease-of-use despite heavy mathematical and technical complexity — resulting in company **acquisition**.

### User Experience Designer
**JULY 2005 — APR 2008**

MICROSOFT

Designed server admin software for home and small business — **creating** a market. Designed high-powered computing software for ease-of-use — **~80%** increase in main user scenario efficacy.

## SELECT SKILLS

// User Experience Design
// Software Product Inception
// Enterprise Team Leadership
// Agile Project Management
// Multi-site Personnel Management
// Web Development & Deployment
// Information Architecture
// Customer Lifecycle Design
// Account Management & Sales
// User Research & Usability Testing
// Logo & Brand Design
// Technical Writing
// Illustration & Fine Art

## EDUCATION & AWARDS

BACHELOR OF FINE ARTS
**Visual Communication Design**
UNIVERSITY of WASHINGTON

One of twenty students selected into the c/o 2005 design program.

PATENT
**Dynamically Scalable Hierarchy Navigation**