

# Zack Labadie

Enthusiastic digital design generalist who values innovation, craft, collaboration, and simplicity.

[zack.design](http://zack.design) 

[hey@zack.design](mailto:hey@zack.design)

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Magic

**Lead Product Designer**

APR '21 → CURRENT

Grew and mentored a design team of 3 while driving business-critical projects spanning website, developer docs, developer dashboard, authentication products, blockchain features, brand development, and more.

Currently leveraging blockchain domain expertise to work hands-on with enterprise clients via Magic Studios and shaping product strategy through customer insights and blue sky design explorations.

Catch

**Lead Designer**

MAR '20 → FEB '21

Led a design team of 2 while working directly with leadership team to define the product roadmap, ship loveable features, and double Catch's active user base in preparation for a Series A.

**Sr. Product Designer**

APR '18 → MAR '20

Collaborated with Catch's Design Director and founding team to take Catch from zero to 10,000+ users, doing a little bit of everything along the way.

Feature-level highlights include Retirement, Health Insurance, and Autopilot.

BevSpot

**Designer**

MAY '16 → AUG '17

Designed and developed self-serve Help Center using Wordpress. Also: email design, dev + QA, prototyping, A/B testing, data viz, and animation.

America's  
Test Kitchen

**Digital Designer**

JUL '15 → APR '16

Designed and developed a Shopify site that generated over \$1.1M in sales over five days. Also: email design, dev, + QA, prototyping, infographics, web design, and social assets.

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Northeastern  
University

**BFA Design**

SEP '13 → DEC '17

Graduated summa cum laude (3.85 GPA). Earned a BFA in Design, concentration in Experience Design.