Grant Zerlaut

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Experience

Senior Product & Brand Designer, FlexCare Medical Staffing 09/2024 – 09/2026

- Redesigned the job page around how clinicians compare jobs, making exact pay public and gating only 2 details behind sign-in. Job board views rose 19.8% and engagement events 18.9% month over month, with conversion steady.
- Redesigned job alerts from setup to email, showing each alert's matched jobs on the Job Alerts page instead of sending clinicians to search. When email clicks dropped after launch, added a View Job link that drew more clicks in an A/B test.
- Led the homepage rebuild from wireframes through usability testing and launch with the development team, lifting conversion 12% and cutting drop-off 35.5%.
- Designed the referral experience across landing pages and in-app flows, contributing to a 257% increase in Refer a Friend clicks.
- Built a library of 50+ reusable components and templates for web and email, cutting the team's design and production time by about 60%.

Digital Design Lead, Normandy Digital Marketing Solutions 06/2023 – 07/2024

- Led design for client website builds and redesigns from information architecture to launch, including one designed and built end to end that lifted organic traffic 26%.
- Designed campaign and lifecycle emails with mobile-first layouts, lifting open rates 42% and click-through rates 51%.

Digital Marketing Intern, Normandy Digital Marketing Solutions 02/2023 – 06/2023

Side projects

- Designed and built Liveform (liveform.studio), a free web app of live camera effects that move with you, launched October 2026 with 6 effects.
- Founded a direct-to-consumer apparel brand (12/2022 – 03/2024), designing its identity, custom-coding its Shopify store, growing its TikTok to 6M+ views, and selling the business.

Education

California State University San Marcos, B.A. Communication

Skills

Product	Information architecture, interaction design, prototyping, design systems, accessibility (WCAG), A/B testing, usability testing
Tools	Figma, Adobe Creative Suite, Webflow, Shopify, HubSpot, Claude Code
Front-end	HTML, CSS, JavaScript