

# Bryan Zavestoski

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Hi 🙋 I'm Bryan... a product design leader focused on making B2B products more human while ensuring they're still connected to business goals

[LinkedIn](#)

[zavzen.com](http://zavzen.com)

## Experience

### Heap Analytics

Staff Product Designer, Growth and Data Ecosystem

Jan 2023 – Now

- Guided the design team in the implementation of our first [LLM offering](#)
- Led design strategy and direction for Growth and Enterprise teams, including creating processes for experimentation, design quality, and data-driven design
- Developed a system to ensure all feature and product updates were shared both in-app and externally
- Built, tested, and implemented a career leveling framework to be used across the design team
- Managed multiple designers and acted as interim VP of Design and hiring manager while VP was OOO

Senior Product Designer, Growth

Oct 2020 – Jan 2023

- Led the creation and growth of our PLG (product-led growth) motion from \$0 to >\$1m
- Designed [onboarding](#), automation, and [sign up \(case study\)](#) features that led to nearly 2x activation rate
- Conducted foundational research to identify JTBD and core use cases for new customers
- Ran company-wide UX quick wins sprint to improve design quality and usability ([case study](#) on Heap blog)

### Google Photos

UX Designer, Contract

2019–2020

- Designed [map-based search experience](#) which led to improved discovery workflows ([case study](#))
- Created [ML-driven photo filter system](#) that allows users to find what they need with a single tap
- Improved feature entrypoints where A/B testing led to 5.5x increase in users and 4x increase in clicks
- Partnered closely with ML/AI/computational photography research team to develop [photo editing features](#)

### Zavzen Design (self-employed)

Product Design Consultant

2014–2019

- **Thumbtack (two-sided marketplace):** Streamlined service provider input flows which allowed [instant match](#)
- **InVision (design tooling):** Created a [UI animation course](#) taken by >3,500 students
- **Top 3 asset manager (fintech):** Developed 5-year forward looking plan to implement AI into their product
- **Top broker dealer (fintech):** Created design system that aligned client and broker dashboards
- **Mysa School (edtech):** Designed 0 to 1 product balancing administrator, teacher, student, and parent needs

## Experience cont.

TechValidate

UI Designer/Developer

2013–2014

AppStack

Production Designer

2012–2013

## Education

UC Santa Barbara

Business Economics and Art History

Class of 2011

3.86 GPA ■ Magna cum laude (High honors) ■ Dean's Honors every term, Regents Scholarship

**Courses included:** Graphic Design ■ Typography ■ Digital illustration ■ Intermediate drawing

## If I'm not designing, I'm probably...

Riding my bike ■ Baking sourdough ■ Building something out of wood ■ Playing with my dog