ZOE REIFEL

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SKILLS

User research
Wireframing & prototyping
Systems & architecture design
UI/UX design
Interaction design

TOOLS

Figma
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe AfterEffects
Adobe XD

EDUCATION

Wesleyan University   *2017-2021*
Created own major in Interaction Design. Minored in Integrated Design, Engineering, and Applied Science. Graduated with University Honors, the highest academic award Wesleyan offers to less than 1% of each graduating class.

Glasgow School of Art   *Fall 2019*
Studied third-year product design for one semester. Areas of focus included service design, experience design, and branding/identity.

EXPERIENCE

Brex, Senior Product Designer   *01/2024-Present*
Spearheaded the refounding of Brex's Budgets product to enable companies to track against planned spend in real-time. Received a Founder's Grant, awarded by the CEO to a small handful of employees each year, for outsized impact at the company.

Brex, Product Designer II   *08/2022-01/2024*
Led zero-to-one design on a product-wide task inbox and notification center.

Brex, Product Designer I   *08/2021-08/2022*
Began my post-grad design career at Brex, a Series D startup that offers credit cards and expense management software to businesses. Worked across projects on Credit, Support, and Notifications.

Walden, Design Intern   *07/2019-08/2020*
Interned as the sole designer at a startup of four. Designed two web apps: one for personal coaches to manage their business (payments, client onboarding) and one to facilitate coach-client interactions (chat, scheduling, document sharing). Reimagined brand identity, marketing website, and social media content.

Ontraport, Marketing & Design Intern   *06/2018-08/2018*
Worked on various marketing and design projects, including creating templates for Ontraport's website builder.

NOTABLE PROJECTS

Feminist & Justice-Oriented Approaches to Design   *03/2020-05/2021*
Developed senior thesis on critical methodologies to create ethically-designed technological platforms. Drew from feminist, disability, and posthuman theory to create a framework for design, then applied to an original design project for a mobile app centered around mutual aid.