

Zachary Cortinovis

UX Designer | Product Manager

Georgetown, TX — Austin Metropolitan Area

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Summary

Strategic designer trusted with key decisions related to graphics, marketing, business and growth.

Relied on for delivering quality core-brand assets and effectively communicating cross-functional needs between departments at Vendidit for two years.

Experienced at creating advanced visual graphics with high conversion, guiding decisions with data-driven insights, and refining workflows with better processes.

Work Experience

Vendidit 2024 – Present

Product Manager ← Project Manager ← Technology and Product Development Intern

Created over 85% of core visual assets used by all departments of the company today with a combination of Figma, Illustrator, Premiere, Photoshop, Blender, and AI tools for rapid prototyping.

- Solely responsible for designing, building, and managing GlobalSKU.com and Vendidit.com websites. This includes landing pages, slide decks, digital advertising, print materials — anything customer facing.
- Original creator of the GlobalSKU branding direction, including the logo, colors, fonts, icons, and style. The brand was updated with the new website to create a unique cohesiveness that really stands out.
- Led a development team and served as its UX/UI designer for 9 months whose sole purpose was to create revenue-bringing features to the Vendidit Marketplace.
- Contributed heavily towards renovating foundational business processes and document centralization.
- Played a key role integrating new software / AI tools into our business and onboarding teammates.

The Golden Rule 2021 – 2024

Server / Web Designer

- Ranked top 5 in annual sales for three years.
- Interviewed and onboarded new employees.
- Built, but never launched, responsive company website with Visual Studio using HTML and CSS
- Developed ability to remain calm and stay reliable in fast-paced environments.

Republic Finance, LLC 2018 – 2021

Assistant Branch Manager

- Responsible for closing loans, soliciting, collecting, investigating delinquency, and training.
- Achieved office of the month despite having smallest customer base of all Texas offices.
- Improved process of uncovering needs from customers for upselling purposes

Education

Texas State University

BBM, Management
2013-2017

Skills

Figma - Blender - Adobe - Cursor - Claude

Brand Design, UX for Conversion, Ad Design, Reprioritization, Figma Design Systems, Social Media Marketing, User Testing, 3D Animation, Videography, Photography, Spanish

Please visit my portfolio at zacharycortinovis.com for a more in-depth look at my work and experience.