

# Zach Lemis

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📍 Denver, CO

## Projects

### Health & Wellness Coach Website Design

[fittess.com](https://fittess.com)

A new website, blog, and logo for an up and coming nutritionist to establish her brand. The site showcases her story, services, and process with an engaging user experience and tone.

### TripWolf - Travel App

[zachlemis.com/tripwolf](https://zachlemis.com/tripwolf)

A collaborative group trip planning platform that allows travelers to easily discover, plan, and book activities while optimizing their itinerary to get the most out of their vacation.

## Skills

User Research & Testing

Project Management

Interaction Design

Visual Design

Prototyping & Wireframing

Graphic Design

Web Design

Architectural Design

Photography

## Tools

### Prototyping

Adobe XD

Figma

InVision

Miro

### Creative

Adobe Creative Suite

Affinity Creative Software

HitFilm Express

### Web

WordPress

HTML 5

CSS 3

JavaScript

### Modeling & Drafting

Autodesk AutoCAD

Rhinoceros

V-Ray

SketchUp

## Education

### University of Denver

Denver, CO | Fall 2020

UX/UI Design Certificate

### University of Michigan | Taubman College of Architecture and Design

Ann Arbor, MI | Spring 2012

Bachelors of Science in Architecture

## Summary

UX designer with a B.S. in Architecture from the University of Michigan, trained at the University of Denver's UX/UI Design Bootcamp, skilled in graphic design using the Adobe and Affinity Creative Suite and Visual Prototyping and Wireframing using Adobe XD, Figma, and WordPress. With experience as an architect, graphic designer, and fitness facility manager, strengths lie in project management, team leadership, operations, branding, content creation, and both client and business success. A valuable addition to any team bringing a strong work ethic coupled with advanced design skills.

## Experience

### Graphic and Web Designer | Freelance

March 2019 – Present

- Established own brand and website, Wolverine Weightlifting, to build an in-person and online personal training business
- Developed marketing materials for various gyms and personal trainers through custom graphics, logos, social media content, and educational and promotional videos in order to grow their online presence and membership numbers
- Designed apparel for Michigan's Ultimate Frisbee Team and Wolverine Weightlifting
- Redesigned packaging for a small protein bar company to modernize its brand identity

### Marketing and Operations Manager | Golden State Barbell Club

San Francisco, CA | July 2019 - August 2019

- Assisted in building the business and setting the stage to become profitable in the first few months
- Developed a business growth strategy to help popularize a new fitness facility
- Increased revenue by more than 50% in my first month through membership sales and high client satisfaction
- Developed marketing materials aligned with brand standards, resulting in full attendance for classes and seminars
- Shot and edited informational video series and promotional content, which increased social media following by 25%
- Increased customer base by targeting nutrition and athletic recovery-focused companies and by creating wellness programs for startups
- Launched, programmed, and promoted a popular Functional Bodybuilding class

### Manager | Flagship Athletic Performance

San Francisco, CA | January 2017 - June 2019

- Managed a large, busy, and growing fitness chain consisting of three separate gyms
- Communicated and coordinated with other managers, businesses, and contractors to manage various projects and daily operations
- Hired and managed contractors on major maintenance items, managed inventory, ordered equipment, and performed maintenance
- Achieved a 75% conversion rate through coaching New Member Series
- Built a new Weightlifting program by making it more accessible to beginners and maintaining effective relationships with clients, resulting in full attendance for each class

### Assistant Manager | Wolverine Strength and Conditioning

Ann Arbor, MI | January 2015 - October 2016

- Increased membership sales and client retention by 60% by creating a welcoming and fun workout environment
- Designed programming for all class offerings - Daily CrossFit classes, daily Competitive Athlete Track, bi-weekly Barbell Club, daily accessory work, and Foundations Program
- Expanded and trained the coaching team with monthly coach development and internship programs
- Organized, programmed, marketed, and hosted a sold-out local fitness competition

### Architectural Assistant | Dangerous Architects

Chelsea, MI | August 2012 - September 2015

- Oversaw new projects from conception to construction through effective project management
- Brought client's ideas to life to showcase our designs by utilizing 3D modeling and rendering
- Redesigned the company's website to highlight our work
- Worked closely with clients, contractors, and city officials to keep our project timeline on track

🌐 [zachlemis.com](https://zachlemis.com)

in [linkedin.com/in/zachlemis](https://linkedin.com/in/zachlemis)