



**Zeke Binion**  
zekebinion.io

Product design leader and technologist with nearly 20 years of experience delivering SaaS, design systems, and more for enterprises and start-ups. Seeking opportunities to lead teams and scale design excellence.

## EDUCATION

### Columbia College Chicago

BFA in Graphic Design, awarded 2007

## CERTIFICATIONS

### Association of International Product Marketing & Management

AIPMM-certified product manager, awarded 2020

### The Starter League

User Experience Design Bootcamp, completed 2012

### The Starter League

Ruby on Rails Software Development Bootcamp, completed 2012

## MENTORSHIP

### Bloc

Product Design & UI Engineering Mentor, Aug 2015 – Oct 2016

### The Starter League

UX Mentor, Jun 2012 – Dec 2013

### Street-Level Youth Media

Volunteer Mentor & Instructor, Feb 2014 – Aug 2015

## LANGUAGES

**English** Native Speaker

**French** CEFR A2

## EXPERIENCE

### CoupleFi (Fin-Tech)

Founder & President, Sep 2020 – Now

- **Solo entrepreneur driving innovation in couples' financial technology**, focused on pre-launch product iteration and market validation

### Cisco (Cybersecurity)

Lead Design Engineer, Oct 2023 – May 2024

Senior Design Engineer, Mar 2022 – Oct 2023

- **Promoted to Lead Design Engineer in less than 2 years** after successfully leading technical strategy for a major client-side modernization and design system integration project
- **Established technical principles, standards, and UI engineering guidelines** for integrating Duo's extension of the corporate design system
- **Led agile product management practices** including story time, backlog grooming, story writing, and facilitated cross-functional alignment of design system roadmap
- **Provided mentorship for design engineers** and technical guidance for engineering teams

### Participate (Ed-Tech)

Director of Product Design & Management, Jan 2019 – Feb 2020

Lead Product Designer, May 2018 – Jan 2019

- **Promoted to Director of Product Design & Management in less than 1 year** after successfully aligning business around a major platform redesign that improved platform NPS by 10 points and reduced UX-related customer service tickets by 80%
- **Established, coached, and managed a small product design team** while contributing as a product manager, product designer, developer, and organizational leader
- **Increased voice-of-customer** by establishing an NPS program, monthly usability testing, and product interviews in collaboration with the research team
- **Improved compliance with accessibility requirements** by working with software engineering and designers to automate accessibility best practices in existing workflows

### Table XI (Consulting)

Director of Product Design, May 2015 – Mar 2017

Senior Product Designer, Jan 2015 – May 2015

- **Promoted to Director of Product Design within six months** recognizing my contributions in leadership, cross-functional collaboration, and product delivery success
- **Hired and managed a high-performing team** of multidisciplinary product designers and design technologists, fostering a culture of continuous learning and innovation
- **Led the design and development of web and mobile applications** for dozens of clients, applying Design Thinking, user research, Google Design Sprints, and front-end development to deliver high-impact digital experiences
- **Increased sales leads by launching monthly Google Design Sprint workshops** and representing the consultancy at speaking engagements, including Chicago Ideas Week, UX Camp, and local tech meetups

## SKILLS

Agile Project Management  
Design Research  
Design Systems  
Design Thinking  
Facilitation  
Mentorship  
Product Design  
Product Management  
Product Strategy  
Software Engineering  
Recruiting

## EXPERIENCE

### **Manifest** (Consulting)

UX Designer, Jul 2013 – Jan 2015

- **Led product strategy and UX design initiatives** for a diverse client portfolio including Allstate, Collette, and Kohl's, delivering tailored digital solutions aligned with user and business needs

### **The Nerdery** (Consulting)

UX Designer, Dec 2012 – Jul 2013

- **Led end-to-end product design consulting engagements**—from UX research and strategy to UI design, information architecture, and feature roadmapping—for clients including 3M, Chamberlain, and Kohler

### **Grid Shift** (Consulting)

Product Designer & Technologist, Apr 2011 – Mar2020

- **Led product strategy, design, and software engineering engagements** for a wide range of clients including Chicago Magazine, Chicago History Museum, CASA of Cook County, Power 2 Switch, Anti-Defamation League, and more

### **Chicago Magazine** (Publishing)

Senior Online Producer, Nov 2008 – May 2011

Web Designer, Jul 2007 – Nov 2008

Web Design Intern, Jun 2006 – Jul 2007

- **Promoted twice in less than 3 years** for my contributions to growing the editorial audience from 1,000 to over 2 million page views per month and delivering other impactful projects
- **Created award-winning designs and multimedia packages** in collaboration with the editorial team, awards included 5 NCRMA and 2 Webby awards