

Zeke Binion

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.

WS zekebinion.io

EM zeke@binion.io

EXPERIENCE

CoupleFi (Fin-Tech)

Founder & President, 09/20–Current

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

Cisco (Cybersecurity)

Lead Design Engineer, 10/23–05/24

Senior Design Engineer, 03/22–10/23

- **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, 01/19–02/20

Lead Product Designer, 05/18 – 01/19

- **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, 05/15–03/17

Senior Product Designer, 01/15–05/15

- **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
- **Developed strategic roadmap for the growth of the Product Design team** grounded in evidence-based design to gain buy-in from executive leadership team

EXPERIENCE

Manifest (Consulting)

UX Designer, 07/2013–01/2015

- **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, 12/2012–07/2013

- **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,
04/2011–03/2020

- **Co-founded a small design and technology studio**
- **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, 11/2008–05/2011
Web Designer, 07/2007–11/2008
Web Design Intern, 06/2006–07/2007

- **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 impactful projects including website redesign, PPC advertisement integration, advertising microsites, newsletter redesigns, and multimedia content creation.
- **Created award-winning designs and multimedia packages** in collaboration with the editorial team. Awards included the NCRMA's Excellence Online 2010 award; 2008 and 2009 Webby Awards Honorees in the websites and magazines category; and the NCRMA's Best E-Newsletter 2010 award.

COMMUNITY & MENTORSHIP

Bloc

Product Design & UI Engineering Mentor, 08/2015 - 10/2016

The Starter League

UX Mentor, 06/2012 - 12/2013

Street-Level Youth Media

Volunteer Mentor & Instructor, 02/2014 - 08/2015

EDUCATION

Columbia College Chicago

BFA in Graphic Design, awarded 05/2007

The Starter League

User Experience Bootcamp, Spring 2012
Ruby on Rails Software Development Bootcamp, Spring 2012

Association of International Product Marketing & Management

AIPMM-certified product manager, awarded 11/2020