



Zeke Binion

Design Technologist | high-fidelity rapid prototyping, design systems, and production-grade UI

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

LANGUAGES

English Native Speaker

French CEFR A2 (actively improving; lived in Toulouse, France, 2025–2026)

PROFILE

Designer that codes with nearly 20 years of experience blending user experience, visual design, and software engineering. I've led design system integrations at enterprise scale, shipped user interfaces, and managed hybrid product design and front-end engineering teams across start up, B2B SaaS, and enterprise environments.

EXPERIENCE

Planned Career Break

Parental Leave & Expatriate Living in Toulouse, France, May 2024 – Feb 2026

- Learned French to CEFR A2 proficiency through daily exposure and French language courses

CoupleFi (Fin-Tech)

Owner & Head of Product, Sep 2020 – Now

- Founded and leading product design and development for a couples' financial app
- Owning the full stack from end-to-end, handling product design and software development using AI-assisted workflows

Cisco (Cybersecurity)

Lead Design Engineer, Oct 2023 – May 2024

Senior Design Engineer, Mar 2022 – Oct 2023

- Promoted to Lead Design Engineer in 1st eligible promotion cycle; team scope expanded from Duo to the broader Cisco Security Business Group
- Led design system integration across 4 Duo products, coordinating with implementation team leads to deliver Cisco's unified vision for its security products
- Consolidated hundreds of component variations accumulated across 3 legacy systems as technical lead for design system
- Facilitated Agile ceremonies for a 5-person technical team including backlog grooming, story writing, and sprint planning
- Mentored 2 design engineers and provided implementation support across partner teams

Participate (Ed-Tech)

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

Lead Product Designer, May 2018 – Jan 2019

- Promoted to Director in under 1 year; scope expanded to include product management
- Pitched and aligned business on redesign of web app, resulting in a 10-point NPS improvement and 80% reduction in UX-related support tickets
- Built and managed a product design team, hiring 1 designer and developing 2 inherited team members
- Established an NPS program that fed directly into the redesign, and a monthly usability testing program to sustain learning after launch
- Improved accessibility and compliance by integrating automated checks into the design and development workflows

SKILLS

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

TECHNICAL SKILLS

AI Workflows (Claude, Figma MCP)
Design Tokens
Figma/Sketch
Git
HTML/CSS
Javascript/Typescript/Node
React
React Frameworks (Next JS/Remix)
Storybook
StyleDictionary
WCAG
Vite

EXPERIENCE

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 6 months
- Built and led a 6-person multidisciplinary team of researchers, UX/UI designers, and frontend engineers
- Facilitated Design Sprints that launched 3 new products: LandscapeHub (a new business line for Fiore); Scout by Wellspring, now serving 10,000+ technology scouts; Pathfinder for Rice University, a leadership chatbot now deployed to 300,000+ students
- Grew design engagement sales pipeline through pitch decks, sales calls, speaking engagements, and monthly workshops

Manifest (Consulting)

UX Designer, Jul 2013 – Jan 2015

- Led UX strategy and product design for enterprise clients including Allstate, Collette, and Kohl's

The Nerdery (Consulting)

UX Designer, Dec 2012 – Jul 2013

- Provided UX strategy and design engagements for enterprise clients including 3M, Chamberlain, and Kohler; helped 3M launch its first responsive designs across its international corporate website network

Grid Shift (Consulting)

Co-founder, Product Design & Technology Consultant, Apr 2011 – Mar 2020

- Led product strategy, design, and engineering engagements for clients including Chicago Magazine, Chicago History Museum, and the Anti-Defamation League

Chicago Magazine (Publishing)

Senior Web Designer, Nov 2008 – May 2011

Web Designer, Jul 2007 – Nov 2008

Web Design Intern, Jun 2006 – Jul 2007

- Promoted twice in under 3 years; grew editorial audience from 1,000 to over 2 million page views monthly
- Won 5 NCRMA and 2 Webby awards for design and multimedia work