



Jeff Gerlach

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Hello,  
I am a strategic,  
collaborative, and  
hands on design  
leader who loves  
making technology  
~~human.~~ human.

I approach design as a way of not only creating beautiful experience, but as a strategic act. What a person sees, experiences, and feels in a product is what a brand stands for so I strive to design with vision and awareness of that conversation. The best products exist in an overlap of human need, excellent technology, and sustainable economics. This is the type of space I try to create in the companies I've advised and teams I've led. My approach is rooted in true human centered design thinking and shaped by 13+ years of shipping strategic products in tight collaboration with engineering, product, marketing, and operations teams. Multi-disciplinary collaboration for me is one of the keys to my successes and I treasure the culture of healthy discourse that happens on a well functioning and diverse team.

At this point in my career I've worked in a wide variety of industries, in fast-paced growth-oriented startups, market leaders, and have seen both great and less great examples of leadership which has forged my own style as a leader with very successful results. I'm excited to find an organization where I can grow a high functioning design team with an open, diligent, and thoughtful working style.



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## Experiences

### **Aura, director of product design. 2022-2024**

- Transformed and grew a team of 12 experienced designers from an agency-style execution culture to one of strategic problem solving partnership using strong critique practices, recruiting, and demonstrating my own expertise
- Delivered critical items that expand the online protection experience from identity theft protection, to finance, online parenting, and cybersecurity across mobile, web, browser extension, and desktop apps
- Partnered closely with product marketing, product, and engineering teams I lead a product redesign, creation of 0-1 products, our design system, increased member retention, and enabled growth in new sales channels
- Developed a team of senior product designers, a UX copywriter, and contractors to aid in motion design and illustration
- Achieved WCAG 2.0AA accessibility compliance in web and mobile app through design system uplift
- 89% subscriber growth YOY
- 14% increase in free trial survival YOY
- 50% reduction in cost of acquisition YOY

### **Spartan Race, director of product design & membership. 2020-2021**

- Led the design and development of a connected event product ecosystem including a new membership offering
- Redesigned and launched a transformative global event and ecommerce website built on Contentful and Shopify
- Grew a new membership offering from 0 to 2MM monthly active racers
- Managed \$1MM budget including event support, operations, and merchandise
- Launched net new ecommerce and membership ecosystem responsible for \$100MM annual revenue
- Increased web race conversion 153%

### **Analogue LLC, founder & staff product designer. 2017-present**

Working with client teams to discover customer insights and craft strategic experiences through design research, user experience research, and product design.

### **Superpedestrian, design lead. 2017-2019**

- Lead the design team in creating the industry leading shared micromobility ecosystem and electric bicycle drive systems
- Designed a 0-1 scooter sharing service ecosystem called LINK including vehicle design, brand identity, new mobile app experiences, website, and SaaS fleet management software
- Launched a micromobility app, vehicle, and ecosystem generating \$40MM annual revenue
- Strategically shaped the product offering to scale successfully for 4 years

### **frog Design, senior interaction designer. 2015-2016**

Working alongside hundreds of the best designers in the world elevated my understanding of studio culture and creative leadership. I led research studies, industry audits, design thinking workshops, and brought strategy to life through design and prototyping. Clients included Fortune 200 clients such as Verizon, Travelers, and Lilly.

### **Zipcar UX, research & design. 2013-2015**

- Led the development of the ONEWAY member experience transforming the trip archetype
- Presented our agile service design process at the Design Museum Boston conference
- Championed the creation of a set of minimum viable experience standards to ensure a deliberate, efficient, and dependable customer experience
- Apple App Store Top Apps, Transportation 2014

### **CONTINUUM, envisioner & internship manager. 2010-2013**

Continuum is a global innovation and design strategy consultancy. Envisioners are design strategists with the added value of strong design and communication skills, lead and plan ethnographic research studies, create concepts, and craft stories.

## Skills

### **Leadership**

Transformational player-coach style  
Communication  
Mentorship  
DISC profiles

### **Design**

UX/UI Design  
Information Architecture  
User experience research  
Design systems  
Accessibility  
Iconography  
Sketching  
Concept generation  
Rapid prototyping  
Illustration

### **Software**

Figma  
Principle  
UserTesting  
Maze  
Heap  
Hotjar  
Adobe Illustrator, InDesign, Photoshop, AfterEffects  
Keynote  
Google Suite  
Atlassian Confluence, Jira

## Education

**Syracuse University,**  
**bachelor of industrial & interaction design. 2010**