Corey Zev Holland (he/him)

www.productlove.xyz
in/coreyzevholland

(617) 447-1611
coreyzevholland@gmail.com

B.F.A. Graphic Design
Northeastern University, Boston, MA

Actively seeking new career paths that align with my goals and my search for the next challenge. As a problem-solver and former software generalist, I have a deep understanding of user needs and digital design concepts, along with technical proficiency in HTML, CSS, and JavaScript.

EXPERIENCE

Corey Zev Solutions, New York, NY — Product Development Consultant
SEPTEMBER 2012 - PRESENT

Clients include: iAdvize (*Marketing*), Warfare Plugins (*B2B, WordPress*), ThinkImpact (*Non-profit*), Viktor Kee Foundation (*Non-profit*), Northeastern University (*Education*), PullnotPush (*Marketing*), Cirque de Light Performance (*Performance Arts*). Highlighted examples:

State Space Labs (*eSports*), 2019 — Designer
- Contracted directly by CEO and investors to aid in product development
- Converted lo-fi wireframes into high resolution designs with interaction examples
- Led the product development for onboarding redesign and a full UI update of 2 projects
- Analyzed user feedback collected via Discord & surveys and translated it into new feature suggestions

WeDidIt (*Fundraising*), 2017 — UX Designer
- Contracted to support c-suite with the development of 2 new features from MVP to release
- Implemented custom product walkthroughs within a week using JavaScript and AppCues
- Created UI, UX, & developed new features such as a paid subscription CMS & custom form CMS

Career Transition — Career Break
JULY 2016 - PRESENT

- Broadened my work experience in an ice cream shop, grocery store, as a warehouse laborer, and continued freelancing
- Gained proficiency in solar power, low voltage electrical work, and off-grid living
- Applying these skills while traveling the country, expanding my exposure to the variety of cultures in the US
- Discovered a passion for hands-on work and creating physical pieces
- Experimented with digital creative endeavors, such as streaming on Twitch
- Volunteered my time during the pandemic to create an emergency response program

Emergency Makers Network, Remote — Product Manager, Founding Team
MARCH 2020 - MAY 2020

- Organized an emergency team in response to the Covid-19 pandemic
- Facilitated the rapid launch of a project to assist in getting DIY PPE to those in need
- Managed a 6 person team of designers, writers, and developers
- Coordinated with other emergency organizations and national 3rd party vendors.

Zerve, San Francisco, CA — Software Developer
FEBRUARY 2015 - JULY 2016

- Contributed to the growth of a SaaS platform for travel and tour operators with over 30,000 marketplace listings in 32 metro areas, allowing merchants to process millions in ticket sales and manage inventory/reservations. During my tenure, experienced a 5X expansion of city coverage and 10X growth in activity selection
- Rapidly prototyped functional wireframes that would become features receiving 100,000 unique visitors per day.
- Improved a post-booking recommendations feature that increased booking requests by 60%
- Increased mobile conversion rate by 80% through mobile optimization of product pages and purchase flow
- Utilized testing to improve site performance by 50%, 70% growth in review rates, and 200% growth in photo submissions.
- Introduced a new Angular-based checkout as an embeddable widget and overhauled company's HTML email architecture and legacy Seller Portal

MERGE (formerly Partners+simons), Boston, MA — Front-end Developer
NOVEMBER 2013 - DECEMBER 2014

- Collaborated with account teams and design team to develop marketing software for clients such as AIG, B. Braun, AmeriHealth NJ, Prudential, and Blue Cross and Blue Shield
- Introduced a new collaborative iterative design process, enabling faster and more flexible project completion
- Led projects using new technologies, such as BackboneJS and jQuery Mobile, to improve user experience and align with clients' branding and values while prioritizing accessibility

Scholastic, Watertown, MA — UI Engineer
MARCH 2012 - NOVEMBER 2013

- Specialized in front-end development and information visualization design
- Worked on the Hosting & Operations and Enterprise Services departments
- Created custom visualizations, interactive dashboards and improved the performance of the systems
- Built, maintained, and upgraded datacenters that served live SaaS offerings to assist students with reading and mathematics in 2/3rds of US school districts

nSphere, Boston, MA — Front-end Engineer
JULY 2008 - FEBRUARY 2009

- Specialized in web and mobile UI design, backend and front-end systems architecture, and code maintenance
- Enhanced international mobile market research platforms and mobile local data applications
- Built and managed local content pages that generated millions of dollars in incremental revenue
- Designed a local reviews site that collected over 1,000 reviews per day
- Integrated nSphere software onto publishing partners' websites

Northeastern University, Boston, MA — Software Educator, Graphic Designer, Customer Service
JULY 2008 - FEBRUARY 2009 (CO-OP)

- Provided technical assistance and support to users of the NU Libraries' Digital Media Design Studio computer lab
- Troubleshot and consulted with clients on software such as Adobe Creative Suite, Final Cut Studio, and Apple iLife
- Ran workshops for students, staff, and faculty, and maintained accurate registration and attendance counts
- Designed marketing materials such as flyers and brochures for several library departments

Other experience available upon request. Including co-ops, educator, retail, service, & labor roles.

NON-WORK EXPERIENCE

Boston Young Creatives, Boston, MA — Founder
JULY 2012 - PRESENT

- Organized and facilitated monthly social events for groups of 15-40 people
- Fostering cross-industry conversations among creatives (marketers, writers, designers, developers, entrepreneurs, makers, photographers)
- Grew the Meetup.com group to 1400+ members

SKILLS

UX/UI Design, HTML, CSS, JavaScript, Python, PHP, NodeJS, Adobe Creative Suite (audio, video, image, & web tools), Product Renewal, Jira, Trello, Asana, Customer Support, Maintaining Customer Connections, WordPress, CodeIgnitor, Backbone.js, Bootstrap, D3, SQL, Technical R&D, QA Testing, Feature Definitions, Measuring Effectiveness & Acceptance, Presentation, Scripting, Requirements Gathering & Analysis, Market & Competitor Research, Microsoft Office, Google Drive & GSuite.

HOBBIES

Fire Breathing, Literally Juggling, Figuratively Juggling Projects, Dog Training, Camping, Building PCs, Android Phones, Virtual Reality, Online Content Streaming, Digital Security, Solar Power Utility Management, Lithium Battery Management, Off Grid Living, Roaming Internet Access & Management, Low Voltage Electrical Wiring.