

tarryn PALMER

📍 Los Angeles

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ABOUT ME

A Product Designer with product management experience, combining design thinking with product strategy and execution, to deliver beautiful and impactful products on mobile and browser.

SKILLS

Design software (Figma, Photoshop, Illustrator, InDesign), User interface design, User experience design, Prototyping, User research, Mobile app design, Product management software (Jira, Confluence, Trello, Asana), Data analysis (Excel, Mixpanel, Looker), Core software development processes (Agile, Waterfall), Payment domain expertise

EDUCATION

Reforge Product Management Foundation course

Google UX Design professional certificate

University of Oregon: Bachelor of Science in Digital Arts, Minor in Business Administration

EXPERIENCE

ZILCH, JULY 2021-PRESENT. Zilch is a buy now, pay later app that allows customers to shop wherever Mastercard is accepted.

PRODUCT DESIGNER, NOVEMBER 2022-PRESENT

- Owned Zilch mobile app storefront, driving 70% of US GMV through revenue initiatives, take rate optimizations, strategic campaigns & affiliate partnerships.
- Designed and launched key features such as 50% down payment (business impact losses reduced by 22%), subscriptions, fees, and coupons.
- Built and led customer research org, conducting interviews and surveys to uncover deeper understanding of shopper behavior and product adoption.
- Created the UI/UX design and user journey development for the US subscription product (launching 2024).

DESIGN & PRODUCT OPERATIONS MANAGER, JULY 2021-NOVEMBER 2022

- Orchestrated internal and external product feature tests for critical features, ensuring effectiveness and market fit.
- Launched and managed affiliate marketing campaigns in the US, onboarding over 1400 merchants and contributing to revenue growth.
- Responsible for cross functional and global alignment by communicating product updates, roadmaps, and progress to stakeholders in the US and UK.
- Delivered key features like Apple/Google Pay and Plaid integration, managing timelines, resources, and communication to ensure successful launches.
- Served as a trusted partner manager to key vendors like Checkout, Marqeta, and Plaid.

TARRYN JOSEPH DESIGN STUDIO, MARCH 2020-PRESENT. Crafting user-centered designs for companies, from UI/UX to branding/graphic design.

- BASED GENERAL STORE.** Designed and shipped a new website at basedgeneral-store.com (full site launching soon).
- HARBOUR.** Led design of new website at Harbourshare.com, and served as PM and Designer for Harbour's new AI-driven search engine and workflow creation tools.
- LIFE IN JENERAL.** Designer for social media posts at @LifeinJeneral on IG.
- More work available upon request.

NEPTUNE FINANCIAL, INC. (ACQUIRED BY ZILCH), JUNE 2017-JULY 2021.

NepFin is a financial services company whose commercial lending platform provides growth capital to mid-sized American businesses.

DESIGN AND OPERATIONS LEAD, FEBRUARY 2018-JULY 2021

- Led homepage redesign to increase brand awareness, refresh our brand identity, and highlight our new product offerings. New homepage led to meaningful increase in engagement and time spent on site.
- Launched & nurtured a weekly financial newsletter, highlighting major deals to drive increased website traffic & engagement.
- Streamlined BizDev processes at NepFin, resulting in smoother workflows & faster turnaround times. Optimized recruitment to build out our Product and Engineering teams.

OPERATIONS ASSOCIATE, JUNE 2017-FEBRUARY 2018

- Collaborated cross-functionally to resolve bottlenecks, ensuring timely delivery of critical projects. Ex: Led BCP/IRP implementation, boosting disaster & cyber resilience.

TOKIO MARINE HCC, MARCH 2013- JUNE 2017. Tokio Marine is a leading specialty insurance group for businesses around the world.

EMPLOYMENT PRACTICE LIABILITY (EPL) UNDERWRITER, SEPTEMBER 2015-JUNE 2017

EPL ASSOCIATE UNDERWRITER, APRIL 2015-SEPTEMBER 2015

EPL UNDERWRITER ASSISTANT, MARCH 2013-APRIL 2015

- Consistently exceeded quota, underwriting 125+ accounts monthly while maintaining exceptional client and premium retention rates (90+%) and profitability standards.
- Generated new revenue and secured renewals through strategic broker/agent partnerships, exceeding \$4M in premium across 1,300+ policies.