Zeke Kooyer
UX Designer

Education

Lambda School
UX Design
April 2019 - December 2019

9 month, full-time user experience design course focusing on user research, ideation, usability, wireframes, visual design, HTML, CSS, and JavaScript

Calvin College
B.A. Political Science
August 2014 - January 2019

Political Science major, French minor. Spent a semester abroad in Grenoble, France taking French classes at a large university while living with a non-English speaking host family

Skills

Design: Product design, user interface design, prototyping, research, interaction design, wireframing, Agile UX

Tools: Figma, Cursor, Principle, Maze, Framer X, Webflow, HTML, CSS

Experience

Tovala, Senior Product Designer
April 2022 - Current, Remote

- UX designer from ideation to launch on major Tovala app projects (add-ons, protein+, GLP-1 menu, Marketplace, etc).
- Principal UX on an oven setup redesign that led to a 59% drop in oven related CS contacts 6 months after launch

Whirlpool, UX Designer - Mobile App (IoT) Team
September 2021 - April 2022, Hybrid

- Delivered features such as Oven Remote Control, OTA Updates, and SSO, while identifying overall usability concerns
- Contributed to the creation, organization, and distribution of project style guides, pattern libraries, and asset repositories

SPARK Business Works, UX/UI Designer
June 2020 - September 2021, Grand Rapids, MI

- Handled end to end UX/research for client projects, covering discovery, testing, wireframes, prototypes, and final designs.

Projects

Tovala, App Subscription Management (2025)
3 month project designing new ways for save customers from canceling their meal plan by taking a short break.

- Evolved the concept from skipping individual weeks to a more intuitive "paused" state, thanks to strong design–dev collaboration
- Took a business-driven opportunity and shaped it into an experience that had symbiotic user led benefits
- After 6 months we are seeing an increase in activity that is estimated at ~45k incremental orders or $1.6m in annual profit

Whirlpool App, Native Mobile Application (2022)
Added and refined features to an existing platform by working alongside Whirlpool's product team.

- Used an agile methodology to work with project stakeholders and developers to consistently iterate and improve features
- Interviewed individual users, updating the UX of the design in response to research insights
- Shipped SSO redesign that reduced login complaints to customer service by 14%