



what's de:zein?
ahhh ok, de:zein
extended resume, pseudo CV
(a)vocation; 2021 onward
(a)vocation; 2018 - 2020
(a)vocation; 2016 - 2018
(a)vocation; 2013 - 2016
community engagement
arts works
writing

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Web-based Group Buying Platform augmenting Alibaba's bulk ordering paradigm

Client: [WholeSplit](#)
Role: Design Partner

2016 - 2017



Bringing together businesses and individuals to group-buy in bulk, at cost, direct from the source.

As WholeSplit's Design Partner I have been and continue to be responsible for the WholeSplit brand identity and our web-based MVP experience. In this capacity I work with the Engineering and Executive teams in an effort to secure Seed funding.

My efforts span/spanned requirements gathering and vetting, feature prioritization, building out the initial Information Architecture, task flow diagramming, building out responsive wires, prototyping, building out our initial UI kit, handing off design artifacts using Zeplin, product road mapping, user validation, developing our initial research protocols, product strategy development along with the Engineering and Executive team members, brand identity design and deployment, and a litany of other tasks involved in the process of bootstrapping and bringing a digital product to market.

Our functional MVP is no longer live online. A past write up championing this endeavour lives on [Built in Austin](#) and our [Product Hunt](#) page is still live.

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