ZACH WIEST

Senior UX Designer

Contact

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Skills

Business Ecosystem Mapping
Lean UX / Agile Methodology
Design Library Management
Responsive Design / SAAS
Wireframing / Prototyping
Information Architecture
Cognitive Walkthrough
KPI Monitoring / SEO
WCAG / Accessibility
Affinity Diagramming
Interaction Design
Journey Mapping
Usability Testing
Motion Graphics
Adaptive Design
Desktop Design
Mobile Design
User Personas
Site Mapping
UX Research
UX Design

Tools

Sketch
Figma
Miro
Jira
XD
After Effects
Photoshop
InDesign
Illustrator
Premiere

Education

JUN 2020 — **UX Design Masterclass**
Certificate

OCT 2018 — **University of Pennsylvania**
Certificate - Full Stack Web Development

MAY 2017 — **West Chester University of Pennsylvania**
Bachelor's of Fine Arts - Graphic Design, Animation, UI Design

Work Experience

MAY 2022 - JAN 2024 — **Elligo Health Research**
Senior UX Designer (Full Time) 1 Year 10 months
(Products: Root SAAS, Intelligo SAAS, Study Marketplace SAAS)

First ever UX Designer to join Elligo and introduce a Lean UX SOP around the agile methodology to help with sprints in an MVP environment.

Sole UX Designer on Study Marketplace from conception, and directed a team of 10 developers on how the designs will function based off of user research and usability testing. All designs and prototyping were conducted using Figma. The library used to create the designs was Material UI with Material 3 standards along with Salesforce CRM technology. All designs were tailored to standard responsive desktop because of the product being SAAS. Some of the problems I solved with user research / usability testing are Study Marketplace studies, my studies, my tasks, study setup, feasibility process, study details, and more.

Co-designer on Intelligo and directed a team of 20 developers on how the designs would function based off of user research and usability testing. These designs were created using a custom design library and all designs and prototyping were conducted using Figma and Material 3 standards with Salesforce CRM technology. All designs were tailored to fit Lenovo Thinkpad specifications.

Hosting timed workshops activities in MIRO with SMES to re architect and improve multiple user journeys with Intelligo and Study Marketplace as well as Understand how users interact with each other in their respected employee ecosystems to improve efficiency and output as well as cut down on spending. These workshops in return produced journey maps and user personas for Intelligo and Study Marketplace.

Making sure all designs and components are WCAG compliant as well as making sure the design library is scalable for Intelligo and Study Marketplace design libraries.

Empathizing with users and advocating for user needs and interests throughout the design process, ensuring that design decisions are guided by empathy and user-centricity.

Communicating ideas efficiently both verbal and written so that design directions are articulated properly to stakeholders as well as developers.

Managing all design projects from concept to delivery including scope, resource allocation, timeline management, and prioritization of tasks to meet project deadlines and milestones.

Work Experience Continued

OCT 2021 - APR 2022

NTT DATA Services

Senior UX Architect (Full Time) 7 Months

(Clients: Juniper Networks)

Conduct qualitative and quantitative customer research to inform design decisions.

Create user flows, use case diagrams and scenarios to illustrate how users will interact with a digital system and experience.

Map current and future omni-channel customer journeys to help establish what good looks like.

Document user experience requirements and user needs to inform technology decisions and functionality.

Create wireframes and prototypes to illustrate optimal layout and priorities based on user needs and tasks using Sketch, XD, and Figma.

Collaborate with strategy leads, visual designers and UI developers on ensuring final assets comply with UX best practices and user needs.

Host timed workshops with client SMES in MIRO to rearchitect current state user journeys and current state employee ecosystems as well as understand personas from SME perspective, then host individual user interviews to understand pain points, wants and needs, to create future state journey and personas.

Document all user research findings to present to client stakeholders to show how user research drastically improves their productivity directly and indirectly.

Working with project managers to make sure projects stay on track and to avoid scope creep.

Teaching Junior designers how to host workshops, create usability testing scripts, create user interview scripts, create surveys, affinity diagramming, card sorting, implement accessibility rules, material 2 guidelines, A/B testing, clickstream analysis, diary studies, concept testing, recording customer feedback, tree testing field studies, and unmoderated testing.

JUL 2020 - SEP 2021

Source Digital

Lead UI / UX Designer (Full Time) 1 Year 3 Months

(Clients: Sports Grid, AHCX, Motor Trend, Boston Scott Golf SAAS Products)

First ever UX Designer to join Source Digital and introduce a Lean UX SOP around the agile methodology to help with sprints in an MVP environment.

Designing Material 2 specification software components to fit within the Quasar.Js library for repeat use and managing that component library.

Creating material 2 touch targeting floating action buttons in Player.JS format for for micro application product buying experiences.

Lead UI / UX Designer on SAS Interactive Sports Gambling application for Sports Grid.

Lead UI / UX Designer on Interactive Video Kuration Software.

All Designs completed in Figma, Sketch, XD, and Zeplin to hand off assets to the development team.

Directing a team of 10 developers leading them through design vision and running design sprints on a 2 week cycle.

Iterative designing of products to ensure products are accessible and satisfy user needs when creating interactive videos.

Designing SAS products for Desktop, Mobile, and 10 foot design for Television to be used on Roku and Firestick.

Working with project managers to make sure projects stay on track and to avoid scope creep.

Host timed workshops with client SMES in MIRO to rearchitect current state user journeys and current state employee ecosystems as well as understand personas from SME perspective, then host individual user interviews to understand pain points, wants and needs, to create future state journey and personas.

Teaching Junior designers how to host workshops, create usability testing scripts, create user interview scripts, create surveys, affinity diagramming, card sorting, implement accessibility rules, material 2 guidelines, A/B testing, clickstream analysis, diary studies, concept testing, recording customer feedback, tree testing field studies, and unmoderated testing.

Work Experience Continued

JUN 2020 - DEC 2020

Baldwin & Obenauf, Inc.

Senior UX Designer (Full Time) 7 Months

(Clients: Bristol Myers Squibb, Cepheid SAAS Products)

First ever UX Designer to introduce a Lean UX SOP around the agile methodology to help with sprints in an MVP environment.

Leading the user experience design process through MIRO workshops, usability testing, A/B testing, wireframing, and prototyping for Bristol Myers Squibb's website using Sketch for wireframing, and InVision for prototyping.

Leading the user experience design process for Cepheid's internal Intranet by hosting workshops, usability tests, and creating questionnaires to gage employee satisfaction and implement new strategies for user experience improvements.

Working with project managers to make sure projects stay on track and to avoid scope creep.

Teaching junior designers how to host workshops, create usability testing scripts, create user interview scripts, create surveys, affinity diagramming, card sorting, implement accessibility rules, material 2 guidelines, A/B testing, clickstream analysis, diary studies, concept testing, recording customer feedback, tree testing field studies, and unmoderated testing.

JUL 2019 - JUL 2020

Thomas J. Paul, Inc.

UI Designer (Full Time) 1 Year 1 Month

(Clients: Pfizer, Cardinal Health, Mars SAAS Products)

First Ever UX designer to introduce a Lean UX SOP around the agile methodology to help with sprints in an MVP environment.

Create and apply design strategies across branding and UI / UX. Refine design directions, and finalize design details for companies such as Cardinal Health and Pfizer's Doctor Patient Drug Portals.

Researching and implementing innovative ways for clients to experience interaction design by mocking up prototypes for pharmaceutical patient portal client presentations.

Streamlining the UI design process by researching UI Kits and moulding the UI components around pharmaceutical brands for future implementation using material 2 standards.

Participating in the design and development process of Thomas J. Paul, Inc.'s agency website as well as introducing SEO tactics to boost ranking in the SERP.

Directing 1 PHP developer to implement designs for a custom Wordpress website.

Working with project managers to make sure projects stay on track and to avoid scope creep.

Working in an agile environment with daily scrum meetings to ensure design and research productivity.

SEP 2018 - JUL 2020

Zach Wiest Development

UI / UX Designer & Developer (Full Time - Self Employed) 1 Year 11 Months

(Clients: Hinge, Jameson)

Converting marketing copyright into webpages for clients from UX research and UI design, to HMTL, CSS and Javascript development utilizing bootstrap for responsiveness.

Work Experience Continued

FEB 2017 - SEP 2018

Allied Wire & Cable

Graphic Designer (Full Time) 1 Year 8 Months

Designing and developing the UI / UX, typographical layout, color palette, iconography, and responsiveness for the 2017 Customer Football Pool Webpage, 2018 March Madness Basketball Pool Webpage, 2018 Careers Webpage, 2018 Custom Cable and Manufacturing Webpage, and 2018 Aerospace Webpage.

Generating leads through the implementation of E-Commerce Design and SEO tactics. Compiling UX Research through A/B testing for conversion rates and using analytics collected from Lucky Orange Heat Mapping System and Screaming Frog to change designs according to data driven results and click rates.

Designing emails in photoshop then implementing the development of emails using inline HTML and CSS in Pardot and Salesforce. Testing the responsiveness and cross platform compatibility in Litmus and A/B testing emails to change designs according to data driven results and click rates.

Shooting and editing videos for charity collaborations such as “National Breast Cancer Society” and “K9’s for Warriors” as well as producing animated logo graphics, chat bot animations, and facebook adrolls. National Breast Cancer Society used my video in their marketing department.

Designing industry specific visual branding such as logos for AS9100, AS9100D, and Allied Wire & Cable’s Canada Location.

Producing packaging designs for “K9’s for Warriors” charity give away item as well as designing Allied Wire & Cable’s current spool packaging for shipping purposes.

Producing consistent visual branding for sell sheets to be shipped out to clients such as High Temperature Wire & Cable, Aerospace Wire & Cable, Milspec Wire & Cable, Cell Tower Wire & Cable, C.H.I.M.P., and more.

Shooting all general photography including product photography and portrait photography.