



Zachary Sussman

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ABOUT ME

I am a liaison between digital design and user/business oriented mindsets. At the intersection of my passion for design is my ability to pull concise meaning out of user research and translate it into cohesive visuals and flows that engage consumers. I take a right and left brain approach to solving creative problems and am accustomed to working under the agile method of scrum development.

SKILLS

Graphic Design: Illustrator, Photoshop, InDesign, XD and Premiere, InVision Studio

UX Design: Sketch, Figma, Flinto, Abstract, InVision, Omnigraffle, Gira, Optimal Workshop

Web Design: HTML, CSS, WordPress, WIX

Soft Skills: Interviewing, Presentations, Standups

EXPERIENCE

SAAVHA, UX Designer New York, NY | 2019 - 2021

- Developed upon existing and evolving brand strategy such as style guides and new illustrations.
- Ran user research and testing to gain insights, define personas, and isolate design problems.
- Created wireframes for company's patented biometric login app, consent system, and a secure patient portal.
- Designed and helped strategize/develop new company landing page.

jGirls Magazine | UX Consultant New York, NY | July 2 - July 23 2018

- Managed the team's project timeline with Trello and designed deliverables for business research
- Partook in design strategy standups with team and design studio with stakeholders
- Designed certain screens for the alpha and beta versions of the prototype in Sketch
- Conducted multiple user interviews and usability tests in InVision

Graphic Design Consultant New York, NY | 2014 – 2018

Clients: Safebridge Consultants, Kripalvananda Yoga Institute, Metis Coaching, Braga Investment and Advisory, The Rubin Museum Center for Arts Education, MPOWER development Program, HighschoolIN-GOconnect

- Assisted clients with marketing assets, maintaining brand cohesiveness across multiple channels.
- Applied critical design thinking and strategy to create visual designs that enhance brand presence.
- Consulted with clients on product research to design cleaner UI and better functioning UX.

StarCities | Graphic Designer New York, NY | 2014 – 17

- Managed and designed mailer lists and database
- Overhauled navigation and design on website's front page
- Collaborated with clients and creative teams to optimize graphic design experience
- Developed marketing campaigns and promotional pieces, including proposals, guides and postcards

Lux Research | Brand Designer New York, NY | Summer 2015

- Designed illustrations and created presentation materials for various departments
- Cross collaborated with creative, research and development teams to develop design visuals
- Organized and redesigned assets for presentations, flow charts, and infographics

The Pekoe Group | Graphic Designer New York NY | Spring 2015

- Designed original print, digital and social media assets for off-Broadway productions
- Created promotional material and ad campaigns for Bandstand from concept to implementation

EDUCATION

General Assembly | UX Design Immersive
New York, NY | July 2018
Certificate of Completion

Skidmore College, Bachelor of Science
Saratoga Springs, NY | May 2014
Major: Studio Art/Fine Art:
Concentration in Comm. Design

Parsons New School of Design
New York, NY | Summer 2006-2009
Drawing, Digital Photography, Illustration, Animation

School of Visual Arts
New York, NY | Summer 2011, 2013
Digital Media, Visual Design, Photography

ACTIVITIES

Multiple Sclerosis Foundation: New York, NY October

Participate in Bike MS, a non-competitive biking marathon, to raise money for the found to research Multiple Sclerosis.

Skid TV: Saratoga Springs, NY 2013-14

Editor; Assistant at a student-run video production club. On-site filming and post-production editing.