

# Zachary Sussman

## UX/UI DESIGNER

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4+ years of experience translating user research into cohesive visuals and flows that engage and delight across the user journey. Take products from early/mid-development to high-fidelity wireframes.

- Led UX design on over a dozen product features, including auto-layout and libraries, high-fidelity prototypes, and complex systems in web and mobile.
- Record of design project completion on or ahead of schedule, across the design lifecycle: user research, information architecture, wireframing, prototyping, and usability testing.
- Routinely receive recognition and appreciation for UX/UI work from developers and end-users, e.g., “we couldn’t have done this without you,” “the concept finally makes visual sense now”
- Built productive, collaborative partnerships with end-users, developers, researchers, and other stakeholders.

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### TOOLS & SKILLS

**Tools:** Figma, Sketch, XD, InVision, Jira, InDesign, PEGA, Abstract, Illustrator, PhotoShop and Premiere, Auto-layout

**Skills:** Presentation Design, Responsive Design, User Interviews, Standups, Project Management, Soft/Interpersonal Skills

### EXPERIENCE

#### **User Experience Professionals Association (UXPA) | UX Consultant & Project Strategist** Apr 2024 - Present

Partnering with colleagues across a dozen organizations in advancing the Association’s mission in the areas of cutting-edge speaker-led programs and UX/UI resources/education.

#### **Trinity Consultants | Design / Video Consultant** Feb 2023 - Present

- Designed logos and variations for Safebridge Consultants’ corporate roundtable event.
- Consulted designs with company Style Guide across Safebridge members using Photoshop, InDesign and Figma.
- Edited and subtitled various videos for event/venues using Adobe Premiere.

#### **Optum (UnitedHealth Group Service) | Lead UX/UI Designer (Contract)** May 2022 - Oct 2022

Brought on to spearhead Platform design for Optum’s clinical pharmacists.

- Met or exceeded all design milestones. Designs were enthusiastically incorporated by team into final product.
- Asked to expand role to other design projects based on initial design performance.
- Taught UX developers and business leaders the foundations of design, resulting in more efficient partnership through UX Process.
- Led UX/UI discussions with cross-functional teams to support and design the Platform for Optum’s clinical pharmacists.
- Created high fidelity wireframes, and consolidated asset libraries in Figma and Pega for Optum’s Enterprise Platforms.

#### **SAAVHA (Healthcare Startup) | UX/UI Designer** Apr 2019 - Dec 2021

Hired to lead a B2B/B2C patient portal project with a UX and Cybersecurity focus.

- Created high fidelity wireframes in Sketch, and Figma for company’s patented healthcare biometric login app, consent system, and a secure patient portal with accessibility in mind.
- Added upon existing and evolving brand strategy such as style guides, design systems, and new illustrations.
- Ran user research and testing to gain insights, define personas, and isolate design problems.
- Developed the front-end design and information design goals of company landing page with CSS/Html.

#### **jGirls Magazine | UX/UI Design Consultant (Contract)** Jul 2018

An online publication that needed my team to increase engagement and comfort among its users.

- Partook in multiple design strategy standups with team and a design studio with stakeholders.
- Designed certain screens for the alpha and beta versions in Sketch and designed separate prototypes.
- Conducted multiple user interviews and usability tests in InVision to check the viability of design iterations.
- Appreciated by Founder for achieving redesign objective in a tight timeframe: “The recommendations were presented in an easy-to-follow manner and are outstanding. Their implementation will dramatically improve our users’ experiences.”

## Design Internship & Contract Roles

2014 - 2018

Internship: StarCities, Lux Research, The Pekoe Group, Safebridge Consultants

Contract: Metis Coaching, Braga Investment and Advisory, MPOWER development Program, HighschoolNGOconnect

- 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.
- Collaborated with clients and creative teams to optimize graphic design and web experience.

## EDUCATION

### General Assembly

Certificate of Completion

Immersive UX Boot Camp

Jul 2018

### Skidmore College

Bachelor of Science

Major: Studio Art/Fine Art

May 2014

Concentration: Communication Design

### School of Visual Arts

Digital Media, Visual Design, Photography

Summer 2011, 2013

## CERTIFICATES

### LinkedIn Learning, Simpliaxis & Level Up Coursework

Certificate of Completion: Project Management Foundations, Project Management Budget and Communications, Microsoft Project, Accessibility First Design, Stakeholders & Design Reviews

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