Jeremy Zilar

SUMMARY

Dynamic leader with expertise in product design, design strategy, and front-end engineering. Skilled at leading user-centric design processes and iterative development workflows, measuring impact and reach, and working across teams to bring projects to completion.

WORK EXPERIENCE

Director, Digital.gov

General Services Administration

March 2017 – Present
New York, NY

Leads a fully-distributed, cross-functional team of editors, strategists, designers, engineers, and community leaders to produce guidance and tools that help product managers design and build better, more accessible digital services for the public. Tools include: Digital.gov, U.S. Web Design System, PlainLanguage.gov, Accessibility for Teams, among others. Oversees +22 communities of practice and regular events and training series. Collaborates with digital leaders across the federal government, and meets regularly with digital teams from governments around the world.

Innovation Specialist

18F

May 2016 – March 2017
New York, NY

Led cross-functional teams, at 18F through user-research and strategy engagements on mission-critical projects with government agencies (federal, state, local, tribal). Used human-centered design methodologies to develop strategies and operational objectives with a focus on user-centered design, iterative/agile methods, transparency, and working in the open.

Director, Platform Engineering, CMS

Time Inc.

March 2015 – April 2016
New York, NY

Hired and led a team of creative technologists to redesign and engineer Fortune Magazine, and the Fortune 500 dataset. Implemented an agile process to manage editorial, design, product and technology efforts. Developed a culture of iterative releases, and used data to help the team make goal-oriented decisions. Developed new editorial tools that enable the magazine to express its identity online.

Recruited new talent for engineering teams. Implemented agile processes to manage editorial, business and technology efforts. Facilitated culture of cross-team collaboration and knowledge sharing demos and transparent communication.

Editorial and Design Strategist

The New York Times

July 2012 – December 2014
New York, NY

Worked independently and across teams on larger editorial strategy and design-related projects across the Times that spanned areas of branding, identity, editorial tools, and internal communication.

Completed a full content audit of nytimes.com and mobile apps in advance of a major redesign, revealing overlaps in coverage, gaps in communication, and redundant work. Reimagined new online formats for The New York Times Magazine. Developed tools that used live data to help editors visualize the impact of their work and created ways for the Times to reach new audiences.

Blog Specialist /
Design Technologist

The New York Times

April 2006 – July 2012

New York, NY

Responsible for launching and leading the long-term digital strategy on 200+ blogs on NYTimes.com, including DealBook, FiveThirtyEight, Well, Bits, CityRoom, Opinionator, and The Lede — a blog devoted to breaking news. Oversaw the design and development of a platform for building successful, editorial brands within the organization. Championed the Times' early efforts to transform a print newsroom into a highly responsive, digital-first operation that could produce continuous and real-time news on the web.

In addition to designing and building a scalable design system and online style guide, I developed the editorial workflows across the newsroom and managed the daily digital operations across the platform. Developed newsroom strategies for breaking news, live coverage, live blogging, reader comments, and news over Twitter.

Advisor / Project manager

Rookie Magazine

April 2011 – April 2013

New York, NY

Approached by Ira Glass and Tavi Gevinson to oversee the design, build and launch Rookie Magazine, an alternative online publication for teenagers. Established goals, set expectations and pulled together a team to design and build a publication and identity in under a month.

Lead web designer/developer

Cardiovascular Research Foundation

June 2005 – April 2006

New York, NY

Redesigned and developed a number of websites for the foundation. Worked with the nonprofit board, marketing teams, and heart surgeons to bring the project to completion.

EDUCATION

Rocky Mountain College of Art & Design

BFA, Painting, Drawing, and Digital Media

1998 – May 2001

School of Visual Arts

Courses in design and typography

2005 – 2006

VOLUNTEER

The Brooklyn Rail

Board Member

January 2018 – Present

I serve as the strategic design partner and guide for the Brooklyn Rail and help them to improve the way they work by creating and implementing new physical and digital workflows, rhythms, and communication that better serve the goals of the Rail and improve the quality and efficiency of artwork, products, brands, services, and artistic environments.

I have been improving the Rail's online presence to make it more accessible, mobile-friendly, and sustainable for the team.