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In Response to: **Strategy Lead, UX**

Unique Value Proposition

Tailored for Instrument

Resume & Portfolio

- Over 16 years of design experience, specializing in information architecture and design systems.
- Seasoned visual designer, UX strategist, copywriter, and photographer.



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Crafted with [interview™](#)

The following case studies were thoughtfully crafted using a proprietary interview™ framework for uniformity, ease of use, and in alignment with stakeholder data points.

Redesigned the domain management experience, enhancing usability and visual hierarchy. This resulted in a 30% increase in task completion rates and reduced customer service queries.

See Full Case Study

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Technical Skills

- User research, strategy, and design
- Prototyping, wireframing, and user testing
- UX writing, copywriting, and content strategy
- Information architecture and design systems

Soft Skills

- Empathetic, collaborative, and curious
- Strong communicator and critical thinker
- Charismatic and approachable leader

Tools & Software

- Figma, Adobe Creative Suite, Miro
- Atlassian (JIRA, Confluence), Microsoft Office
- Quick to learn and adapt to new tools and protocols

Publicis Sapient

"Zack has a deep connection to emotions, imagination, and sensitivity—the quintessential idealist. His greatest strength is his depth of sensitivity and empathy, which allows him to give voice to human connections in a way that works with people on a profound level. Zack brought a fresh perspective to things when I felt in a rut—a great person to work with."

— Christopher Bayle | ACD UX, Publicis Sapient

Publicis Sapient

"Zack is one of the most talented, hard working and knowledgeable individuals I have had the pleasure of working with. He has truly been excellent, trying to foster communication not only between us, but with the whole team; to set them up for success. He always gives his best and more. I really enjoy working with him, and I feel he should be recognized by his tremendous effort and for being such a great team player."

— Andrés Moros, MPS | Sr. UX Designer, Publicis Sapient

Personal Projects & Initiatives

Personal Projects

- Currently developing a SaaS intended to provide a modern solution for UX & Creative Designers, Developers, Product Managers, and Recruiters specializing in technology industries.



Initiatives

- Providing Design & Branding mentorship for budding creative designers.
- Offering pro bono thought leadership for startups and SaaS proprietors.



Contact & Availability

Email:

LinkedIn:

Availability: Open to hybrid roles in NYC.

Reach Out