



Zachary Gort UX Thinker & Maker
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[Contact Information & Availability](#)

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“Reason inspires, Resolution delivers ships.” – Zack Gort, Thinker & Maker.

Introduction

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

With a proven track record of designing user-first digital strategies and experiences, I bring a dynamic mix of creativity, collaboration, and analytical thinking to every project. Inspired by Instrument's dedication to inclusivity, innovation, and human-centered design, I am eager to contribute strategic insights that bridge user needs with business objectives. My approach combines empathy-driven research, actionable frameworks, and cross-disciplinary collaboration to deliver transformative results for clients.

Unique Value Proposition

Tailored for **Instrument**

What distinguishes me is my ability to balance visionary strategy with executional rigor. I thrive in aligning brand objectives with audience insights, crafting digital ecosystems that resonate across touchpoints. My experience in workshop facilitation, stakeholder engagement, and end-to-end digital product strategy aligns seamlessly with Instrument's approach to creating thoughtful, impactful experiences. Whether leading research initiatives, developing journey maps, or advocating for user needs, I excel in fostering meaningful connections between brands and their audiences.

Resume & Portfolio

Resume

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

[View Full Resume](#)

Portfolio

- Design Systems and Data Architecture for BNY Mellon—Pershing X
- Brand Activation & Content Strategy for TikTok For Business, via Contentful
- E-commerce Redesign for GNC, via Shopify
- B2C+B2B E-commerce for Aquasana, Hardinge, Simpson Strong-tie, YETI, and West Marine, via Salesforce

[www.reasonandresolution.com](#)

[www.fimaybefrank.com](#)

[www.zackgort.com](#)

Case Studies (2)

Crafted with **interview™**

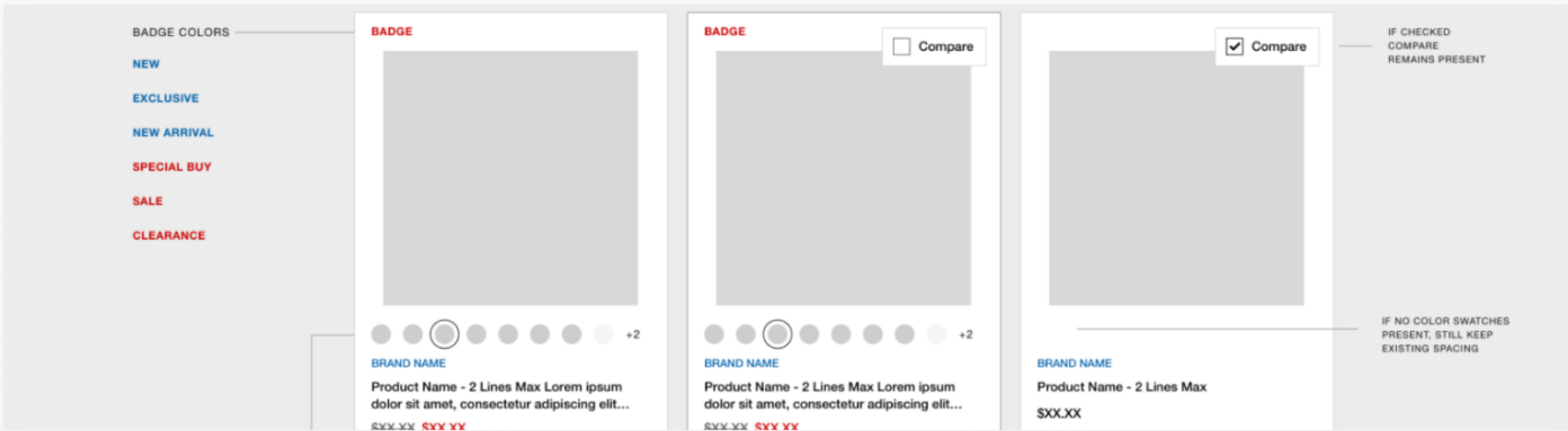
The following case studies were thoughtfully crafted using a proprietary interview™ framework for uniformity, ease of use, and in alignment with stakeholder data points.



GNC asked us to shake things up; providing them with a modern e-commerce solution.

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



B2C+B E-Commerce for Aquasana, Hardinge, Simpson Strong-Tie, YETI, West Marine...

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See Full Case Study

Skills & Tools

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

Testimonials

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.

[SaaS Concept Development {interview}](#)

Initiatives

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

[github.com/zackgort](#)

Contact & Availability

Email: youremail@domain.com

LinkedIn: [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname)

Availability: Open to hybrid roles in NYC.

Reach Out

Schedule a Chat



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