

Zachary Kinovsky

UX Designer & Researcher

Photographer-turned-UX designer with experience in successfully matching client needs with business goals by utilizing creative workflows and technical skills. Proficient in performing thorough research and developing fine-tuned solutions to address user needs and pain points.

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WORK EXPERIENCE

Sr. Photo Retoucher

Walmart

07/2022 - Present

Remote

Achievements/Tasks

- Retouched high volume and variety of e-commerce images for use on Walmart.com and in-store displays.
- Performed intensive color and lighting correction to ensure consistency across marketing imagery, meeting tight deadlines with up to 100 images turned over per week.
- Collaborated with post-production lead and retouchers to identify editing needs and create reference files or color swatches.
- Became the go-to person to complete rush jobs efficiently with only a few hours notice.

Photographer / Marketing Specialist

DeLeon Realty

04/2021 - 07/2022

Palo Alto, CA

Achievements/Tasks

- Enhanced the look of DeLeon Realty's listing images, completed hundreds of photoshoots per year using DSLR cameras and DJI drones.
- Collaborated with CEO and marketing manager to develop high quality and eye-catching marketing collateral through digital photography and video.
- Audited company social media accounts and strategized content to maximize engagements, impressions, and retention by 50%.

EDUCATION

Certificate - UX Design

CareerFoundry

06/2022 - Present

Accomplishments

- 400+ hours of intensive and immersive study of the UX Design process including competitive and user research, data analysis, information architecture, site mapping, wireframing, prototyping, usability testing, and preference testing.
- Developed several portfolio pieces that showcase my understanding and application of the UX Design process from start to finish in varied timeframes.

Bachelor of Fine Arts in Digital Photography

Art Institute of Seattle

07/2011 - 09/2014

Seattle, WA

Accomplishments

- Graduated with honors and made the Dean's List.
- Volunteered photography, retouching & design services to non-profits in the Greater Seattle Area through Innovation/Revolution Studios course.

SKILLS

Competitive Analysis

User Research

User Flows

User Personas

Information Architecture

Sitemapping

Wireframing

Prototyping (Low, Mid, High-Fidelity)

Data Analysis

HTML, CSS, Javascript

Lean UX

Photography & Retouching

Adobe XD

Adobe Photoshop

Adobe Bridge

Adobe Premiere Pro

Jira

Figma

Microsoft Office

Written & Verbal Communication

UX PROJECTS

Vela (09/2022 - 09/2023)

- Designed a web-responsive app that provides real-time weather, wind, and wave conditions and forecasts for beachgoers and water activity enthusiasts.
- Used design thinking techniques to perform thorough competitive analysis and user research to help build the foundation of the application.
- Utilized Figma to build sitemaps, Adobe Photoshop to draw wireframes, and Adobe XD to execute a clickable prototype for usability testing.
- Analyzed user feedback from usability testing, preference testing, and A/B testing to identify improvement opportunities for the Vela application and implement them into a new iteration.

SpotHound (12/2022 - 12/2022)

- Take-home challenge of designing an app to help dog owners find pet-friendly restaurants, cafes, and food establishments.
- Utilized Lean UX methods to efficiently research, ideate, sketch, and create a high-fidelity prototype within a 10 hour timeframe.
- Final result was a clickable, high-fidelity prototype showcasing how users can locate dog-friendly businesses, make reservations, and review their experiences.

Research for New Vocabulary Application (06/2022 - 09/2022)

- Created low-fidelity mockups for a new vocabulary app using design thinking and basic fundamentals of UX design.
- Performed rigorous competitive analysis and user research to identify opportunities on how a new vocabulary app can stand out in a crowded market.
- Developed a low-fidelity prototype using Marvel to perform usability testing and discover opportunities to improve the application based on feedback and errors committed during testing.

ACHIEVEMENTS

Art Institute of Seattle Portfolio Scholarship Winner

School-wide scholarship contest for all students in every major. Half-tuition prize won (value of \$43,000).

The Art Institutes 'Life Is Better With Art In It' Poster Contest

"Life is Better With Art In It" poster design contest among all Art Institutes. Was the finalist selected among the Art Institute of Seattle submissions, \$3,000 scholarship awarded.