

Tobias Zachary Ziegler

White House Communications Director & UX Researcher/Designer

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ABOUT ME

**I Drink From The Keg Of Glory.
Bring Me The Finest Muffins And
Bagels In All The Land.**

ON MY BOOKSHELF:

1. An Astronaut's Guide to Life on Earth (2015) Chris Hadfield
2. Thinking, Fast and Slow (2013) Daniel Kahneman
3. Value(s): Building a Better World for All (2021) Mark Carney

MY LIFE PHILOSOPHY:

Charm & Disarm

CHARACTER STRENGTHS

Love of Learning
Kindness
Forgiveness
Judgement
Leadership
Humility (in-progress)

SKILLS

RESEARCH:

Ethics in Social Research
Qual & Quant Methods
Qual & Quant Analysis
Grant Writing
Mental Contrasting
Technical Report Writing

DESIGN SOLUTIONS:

Interviewing
Rapid Prototyping
Usability-Testing
Multi-Stakeholder Negotiation
Human-Centred Design

TOOLS & SOFTWARE

LaTeX
RStudio
Microsoft Office
HTML
Figma

EDUCATION

MA HCI CARLETON UNIVERSITY

2017–2021

- Thesis Title: If You Were In An Accident I Wouldn't Stop For Red Lights
- Abstract: You're A Smart, Savvy Woman, Who Could Easily Consider World Domination As A Next Career Move
- Notable Achievements: Some Of Them Will Laugh And Most Of Them Won't Care But For Some, They Might Honestly See That It's About Going To The Blackboard And Raising Your Hand.

H. BHK UNIVERSITY OF OTTAWA

2009–2013

- Internship/Clinical Experience: This Guy's Walkin' Down A Street When He Falls Into A Hole. The Walls Are So Steep He Can't Get Out.
- Abstract: Never Doubt That A Small Group Of Thoughtful Individuals Can Change The World.
- Let the poets write that he had the tools for greatness, but the voices of his better angels were shouted down by his obsessive need to win.

EXPERIENCE

COMMUNICATIONS DIRECTOR, THE WHITE HOUSE 2013–PRESENT

- It's Not The Battles We Lose That Bother Me, It's The Ones We Don't Suit Up For.
- Think about those questions, would you? One last thing: while you may be mistaking this for your monthly meeting of the Ignorant Tight-Ass Club, in this building, when the President stands, nobody sits.
- The White House Training and Development Courses:
 1. Career Planning 2015
 2. 1v1 Career Counselling 2016
 3. Leadership Foundations 2016
 4. Conflict Resolution Basics 2016

PRESS SECRETARY, THE WHITE HOUSE

FALL 2017

- Course Title: I'm The Press Secretary, Boo-Boo. I Don't Have That Kind Of Time.
- Material Covered: What's Next?
- If You Don't Want To Run Again, I Respect That. But If You Don't Run Because You Think It's Gonna Be Too Hard Or You Think You're Gonna Lose, Well, God, Jed, I Don't Even Want To Know You.