

# Zach Cohen

User Experience Researcher & Designer | zach-cohen.com

My background and work experience are focused on how we interact with the world around us. Through design and research, I am mindful of the entire lifecycle of a product and its business impact. My goal is to help improve systems for groups working in the life sciences and leverage artificial intelligence for public health and biology solutions.

## Experience

### Bentley University User Experience Center

Research and Design Associate | 2021 – 2022

- Consulted with clients such as Boston Scientific, Ginkgo Bioworks, and Philips Healthcare.
- Developed and moderated usability tests and interviews for medical device FDA approval.
- Qualitative and quantitative data analysis, insight synthesis, presentation of findings and recommendations.
- Conducted accessibility audits of physical and digital products to improve WCAG compliance.

### Integrate Inc.

Product Designer | 2019 – 2021

- Established a design system guild to guide best practices and overall progression.
- Partnered with product management to conduct discovery and define software features.
- Led design and product-informed strategy for several product development teams.
- Prototyped, user tested, and collaborated with engineering to implement and ship designs.
- Developed user research initiatives to improve integration of research into the product development process.

### InEight

Interaction Designer (Contract) | 2018 – 2019

- Translated design vision established through research to update legacy product.
- Worked closely with product and development teams to add and refine product features.
- Led user experience optimization alongside key stakeholders and product management.

### Nucleus Marketing Lab

User Researcher (Contract) | 2018 – 2018

- Helped recognize user behavior and re-frame product development goals through qualitative and quantitative research and analysis.

## Education

### Bentley University

M.S. – Human Factors in Information Design  
Expected Graduation 2022

### Designlab

Certificate - User Experience Design  
Graduated 2018

### Woodbury University

B.A. – Interdisciplinary Studies (Psychology and Interior Architecture Emphases)  
Graduated 2017

## Skills

**Research:** Data analysis • Persona & User journey  
• Generative research • Usability testing • Card sorting • Tree testing • Contextual Inquiry • Ethnography • Surveys • Interviews • Diary Study

**Design:** Interaction design • Wireframing • Prototyping • Interface design • Product strategy

## Software and applications

### Design

Figma	HTML
Adobe XD	CSS
Sketch	GitHub
InVision	Mural

### Research

Dovetail	Qualtrics
Pendo	Survey Monkey
Statistical Analysis	

## Topics of Interest

Healthcare/Personal Health	AI/ML
Accessibility	Bio/Data Ethics