Zach Saul

UI Designer

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Education

Hendrix College / B.A Psychology

Design Experience

Designation

An immersive 24-week UX/UI design training program teaching digital design skills and pairing designers with relevant client projects in the field.

Oct 2018 — Mar 2019

For clients including:

Stride 360 — My team and I designed a logo, marketing site, and mobile interface for an in-home elliptical bicycle. Our app helped users stay motivated to work out and cultivate healthier habits later in life. The app we designed controlled the bike and offered tracking and content discovery to make exercising easier and more enjoyable. We conducted desirability and usability testing, delivered hi-fi screens, and prototypes solving for our user's needs.

Neopenda — I worked on a team that delivered a tablet interface to a medical startup working to decrease infant mortality rates in subsaharan Africa. The app we designed displayed readings from vital sign monitors and alerted nurses when patients were in danger. We interviewed Ugandan users and medical experts to develop a visual data hirearchy that made it easier for nurses to monitor babies in understaffed wards.

Perks Worldwide

A B2B employee incentives software company focused on fortune 500 companies.

Feb 2015 — May 2018

Lead Designer — I managed our company's visual brand and was in charge of designing all print and digital materials used company-wide. I created a content library with 500+ items for the sales team to use with prospects and was involved in strategy decisions to improve site visits, traffic, and conversions.

Marketing Designer — I designed branded materials for both print and web and learned front end design skills to manage online content marketing materials. I also wrote blog posts on a weekly basis, and eBook content on a quarterly basis.

KHDX

A college-sponsored radio station that provides 24-hour programming, and community concerts.

Apr 2013 — May 2014

Concert Director — I led a committee that booked 3 nationally touring artist concerts each year. Our team was in charge of designing all promotional materials and overseeing all logistics with the artist managers and facility staff. We communicated directly with musician's agents for contracts, scheduling, and other details. Visiting artists included: Chance the Rapper, Lucius, and Shakey Graves.

Skills

UI — Prototyping, Style Tiles, Moodboards, Logo Design, Typography, Interaction Design, Desirability Testing, Usability Testing, Vector Design, Animation, Presentation Design

Other — Wireframing, UX Strategy, Concept Sketching, Copywriting, Illustration, Front End Design, Project Management

Tools — Illustrator, Photoshop, InDesign, Premiere Pro, AfterEffects, Sketch, Principle, Marvel, Invision, HTML, CSS, Bootstrap, SVG Animation, Google Analytics, Keynote, Microsoft Office Suite

Other Involvments

Sundance Film Festival

An iconic film festival and creative expo in Park City, Utah showcasing the work of artists and filmmakers from around the world

Oct 2018 — Mar 2019

Voulenteer — I assisted festival attendees finding movie screenings and premieres and distributed scheduling/logistical information. I attended 20+ screenings and panel discussions, dissecting a diverse set of creative processes.

Democratic National Committee

Governing body of the democratic party

Aug 2012 — Sep 2012

Political Canvasser — I conducted research about constituent attitudes and educated people about candidate voting records. I learned the considerations and challenges campaigns face, and what steps they take to curb public opinion.