ZOSIA CZERSKA

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UX Researcher & Designer

Portfolio | LinkedIn

SUMMARY

With a background in neuropsychology, I am very aware of the underpinnings of human behavior from a chemical to a psychological level. I believe this gives me great insight and a foundation for creating designs that speak to how people think and feel.

SKILLSET

User Surveys
Interviews
Competitive Analysis
Data Analysis
Empathy Mapping
User Journey Mapping
Personas
User Flows
Wireframes
Prototyping
Usability Testing
HTML, CSS
Basic JavaScript, JQuery

TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe XD
Adobe InDesign
Figma
InVision
Balsamiq
Google Analytics
Usability Hub

EXPERIENCE

ZDesign – UX Designer
2017 - Present

- *Redesigned* reseller e-commerce site by implementing a new narrative that directly addressed the niche clientele resulting in *increased sales.*
- Currently *designing a portal* connecting swim instructors with their clientele for scheduling and billing. Working with stakeholder *product goals* and user needs by employing a *competitive analysis, surveys, interviews, journey mapping* and developing *personas*.

Project TrayLAB – UX Designer & Team Lead
2019 - Present

- Redesign project also involves service design and is taking an in-depth look at the DCPS school nutrition program. Worked with *multiple stakeholders* conducting *interviews, journey maps, content analysis* and *usability testing*.

Bernie Scholarship Awards Program – Program Manager
2011 - 2017

- Point person for all organization needs. Projects included the *development and maintenance* of their website.

Behavioral Therapist
2011 - Present

- Help *direct and shape* the process that is a personal *toolset of social skills*. Work as a team with caregivers to ensure the client strives toward behavioral goals.

RECENT PROJECTS

Well Universe – *Healthcare portal* that connects patients to providers and background information on their health. *Iterative process that included user research, information architecture, branding, visual design and user testing*.

BusyBus – Public *transportation app* that provides location and schedules of bus routes. *Iterative process that deployed user research, visual design and front-end development*.

EDUCATION

Bloc – Certification in UX Design
Present

Immersive design program guided by UX mentorship. A culmination of *800+ classroom hours, weekly mentorship meetings* and *group design critiques*. Produced projects based on real world challenges implementing *UX, UI and frontend skills*.

Emory University – Neuroscience and Behavior B.S.
2014

Coursework focused on *neuroscience on a psychological, anthropological and anatomical level*. Included graduate level work and advanced independent study.

IDF CERTIFICATION

1. Human-Computer Interaction
2. Design Thinking
3. Web Design for Usability