Zak Weiland
User Experience Designer

Austin, TX
zweiland@gmail.com
zweiland.github.io
715.323.3415

PROFESSIONAL EXPERIENCE

User Experience Designer
Lightburn Designs · Mar 2014 to Present

- Strategize user experience and user interactions with project managers and clients through group discussions, stakeholder interviews, and low fidelity prototyping.
- Conduct competitive and heuristic analysis to help companies define their product goals.
- Execute user research studies and create usability test-scripts.
- Sketch, design, and develop wireframes, prototypes, information architecture, user journey maps, user flow diagrams, and personas to convey user-sentiment and communicate business goals to development teams.
- Produce product solutions in quick iterations to build and refine proposals with stakeholders for sign-off before development phases.
- Generalize specific design components to help reduce development costs.
- Participate in quality assurance testing, bug bashes and post-launch usability testing to ensure that development adheres to design spec.

Senior UI/UX Designer & Developer / Art Director
Lightburn Designs · Jan 2010 to Mar 2014

- Designed and developed user interfaces, brand and user experience based on client business and technical requirements. Worked on a variety of digital marketing campaigns, ecommerce solutions and built custom web and mobile applications.
- Created design patterns & standards, evangelized User Experience best practices.
- Created working prototypes with html/css/js, wireframes, information architecture, sitemaps, and performed usability testing.
- Designed and built 3 native Appcelerator apps (iOS and Android).
- Mentored and art directed associate designers.

Web Designer / Front-End Developer
Fyin.com · Jan 2007 to Feb 2010

- Designed, art directed and implemented interactive web applications using .NET and PHP for a wide array of clientele and markets.
- Managed a team of 10 junior designers and developers to design and implement a large-scale ecommerce platform and design branding and experience based marketing materials.

Web Designer
UWSP-Web & Media Services · Jan 2005 to Dec 2006

- First team member of the brand new department.
- Conducted first redesign of University website in over 5 years.
- Communicated with administration through project presentations, digital tutorials & video communications.
- Assisted staff, faculty, and students with web pages, video projects, Flash applications, and other forms of new media.

PRACTICED SKILLS

Wireframing
Visual Design
Information Architecture
Interaction Design
Prototyping
User Flows
Storyboards
Personas Development
Content Strategy
Stakeholder Workshops
Mobile Application Design
Competitive Analysis
Web Standards

TOOLKIT

UXPin
InVision App
Omnigraffle
Pen & Paper
Sticky Notes
Whiteboard
Photoshop
Illustrator
Sketch
Framer.js
Google Docs
HTML5 & CSS3
JavaScript & jQuery
Visual Studios
Appcelerator
Sublime Text
Confluence
GitHub
Trello

EDUCATION

University of Wisconsin-Stevens Point, (B.A., Web & Digital Media Development, 2006, Cum laude)