

# ZAK ELYAZGI

## Summary:

Hands-on UX design leader and creative director with 17+ years of experience

## Current Role:

Director of User Experience at SiriusXM Radio

## Hands-On Skills/Experience including:

User Experience Design  
User Interface Design  
Information Architecture

Wireframing  
Rapid Prototyping  
Sitemapping

Digital A/B and Multivariate Testing  
User Testing/Usability Studies  
Stakeholder Interviews  
Heuristic Evaluations  
Surveys  
Competitive Analysis  
Analytics Review

Creative Direction  
Graphic Design  
Video Production and Editing

## Education:

Bachelor of Arts, Government and Politics,  
George Mason University

Undergraduate Certificate, Information Systems  
(Concentration in Programming), Strayer University

## Contact Info:

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## QUALIFICATIONS

**Accomplished, hands-on user experience design leader and creative director with more than 17 years of experience** tackling design challenges across a wide array of industries, including entertainment, non-profit, social media, education, food and more. Strategic big picture thinker, collaborative team player and passionate problem solver **focused on transforming complex, messy experiences into simple, engaging and satisfying ones** (or creating them from scratch). Equally comfortable presenting ideas and concepts in front of C-level executives to application developers, and everyone in between, to drive collaboration and consensus. Focused on developing iterative solutions based on a user-centered design approach that is informed by user feedback and research data. Creative skills extend beyond digital, and experienced in managing print and multimedia projects including client and vendor relationships, and leading the creative design, development, and production teams involved.

## CURRENT ROLE

**DIRECTOR, USER EXPERIENCE** // SiriusXM Radio (Jan. 2014 – Present)

- Founded an in-house UX practice: built and developed user experience team responsible for digital properties with monthly traffic of 12MM unique visitors.
- Co-founded SiriusXM's digital A/B testing and usability testing programs.
- Helped drive digital transaction mix from 18% to 50%, resulting in millions of dollars in cost savings (through call deflection), and a significant incremental lift in trial subscription conversion.
- Leading a team of UX designers, drive the UX strategy for the SiriusXM.com marketing site and account management web application.
- Partner with executives, stakeholders, analysts, project managers, and product owners to identify and prioritize opportunities for conversion optimization, call deflection and customer satisfaction improvement.
- Lead efforts and strategy for user research, including digital A/B and multivariate testing, surveys, usability studies and web analytics and synthesize actionable insights from various data sources, within an iterative Agile process.
- Define UX style guide, pattern library and design principles for use by designers, front-end web, and web application developers across all SiriusXM.com web properties.
- Proactively took on front-end development as part of efforts to increase quality and sophistication of projects being deployed to production.

## RELATED WORK EXPERIENCE

**SR. USER EXPERIENCE DESIGNER** // SiriusXM Radio (Mar. 2012 – Jan. 2014)

- Design the user experience for SiriusXM.com's account management mobile and desktop web application.
- Translate requirements based on existing business processes, goals, and user needs and convert ideas quickly into design artifacts including wireframes, user flows, site maps, clickable prototypes and high-fidelity mockups.
- Work collaboratively to identify core strategic intentions and establish clear success criteria for projects.
- First UX Designer hired by the company.

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## Software Skills:

Adobe Photoshop  
Adobe Illustrator  
Adobe Fireworks  
Adobe Acrobat  
Adobe Premiere  
Adobe After Effects  
Axure RP Pro  
Sketch  
InVision

Adobe Analytics  
Google Analytics

Adobe Test & Target  
Maxymiser

Adobe Survey  
Qualtrics

Familiarity with WCAG 2.0 guidelines and Section 508 standards and the latest trends in HTML and CSS development

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## SR. CONSULTANT // Acumen Solutions (Jun. 2011 – Mar. 2012)

- Primary engagement was as a contract consultant to SiriusXM Radio, Inc. (June – December).
- Provided UX guidance for Acumen's iPad application FAST, a digital sales and acquisition tool for in-the-field sales staff.

## UX DESIGNER // National Student Clearinghouse (Apr. 2010 – Mar. 2011)

- As part of a newly-formed Agile development team, develop accessible user experience for degree, enrollment, and professional certificate verification web applications.
- First UX Designer hired by the company; a large part of responsibilities included evangelizing the importance of user-centered design principles to all levels of the company.

## UX DESIGNER // Personal Pathways, LLC (Aug. 2007 – Jan. 2010)

- Lead UI/UX Designer and Information Architect for emerging corporate social networking product with extensive database backend.

## CREATIVE DIRECTOR, UX DESIGNER, GRAPHIC DESIGNER (FREELANCE) // Daze Studios, LLC (Jun. 2001 – Mar. 2012)

- Lead new user interface designs through the full design and development cycle (including concept, information architecture, visual design and interaction design).
- Develop style guides and work closely with the development team, business analysts and executive leadership to ensure design and UX intent is carried through to production.
- Redesign the entire user interface, interaction flow, information architecture and user experience of several enterprise-level web sites and applications.
- As Creative Director, lead the design, development and production teams involved in all print, online, interactive and video projects from concept to launch.
- Design websites, logos, business cards, stationary, ad slicks, promotional and advertising materials, signs, multimedia presentations, direct mail, email campaigns, and other deliverables.
- Produce, direct and edit promotional and music videos.

## OTHER EXPERIENCE

### SR. SYSTEMS ADMINISTRATOR // AOL, Inc. (Sep. 1997 – Mar. 2007)

The following is a summary of leadership experience and does not include most of the technical experience gained:

- Served as team lead and mentor for multiple teams simultaneously within Network Operations Center (NOC), and as a liaison to Operations teams.
- Co-founded and built DBA Operations support (monitoring and troubleshooting) team within NOC; co-founded Storage Systems Operations support team.
- In addition, played a significant contributing role in the formulation of companywide Diversity and Inclusion policies and initiatives, including presenting committee ideas to top leadership in the company.
- Certified as a Sybase Database Administrator.