

ZAK ELYAZGI

Summary:

Hands-on UX design leader and creative director with 18+ years of experience

Current Role:

Director of UX at Halfaker & Associates

Hands-On Skills/Experience including:

User Experience Design
User Interface Design
Information Architecture
Design Leadership

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

Hands-on User Experience design leader and Creative Director with more than 18 years of experience tackling design challenges across a wide array of industries, including entertainment, non-profit, social media, education, government and more. Strategic big picture thinker, collaborative team player and a passionate problem solver **focused on transforming complex, messy experiences into simple, engaging and satisfying ones** (or creating them from scratch). 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; experienced in managing print and multimedia projects including client and vendor relationships, and leading the creative design, development, and production teams involved.

LEADERSHIP ROLES

DIRECTOR, USER EXPERIENCE // Halfaker & Assoc. (Sep. 2018 – Present)

- Lead, mentor and manage a distributed team of UX designers matrixed across a mix of public-facing website and enterprise web application/product teams.
- Attract, hire and train UX talent, build a UX practice, and advocate for a user-centered design culture for the company, to serve the needs of federal government clients.
- Develop UX processes, procedures, design systems and infrastructure to support rapid design activities that integrate into Agile development sprint cycles.
- Engage with clients across various projects to evangelize the value of user-centered design and guide them through user research, design activities and artifacts.
- Support business development efforts to win new contracts.

DIRECTOR, USER EXPERIENCE // SiriusXM Radio (Jan. 2014 – Sep. 2018)

- 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 strategy for user research, including digital A/B and multivariate testing, surveys, usability studies and 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.

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Software Experience:

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
ForeSee

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

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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, translating requirements and user needs into design artifacts including task flows, wireframes, clickable prototypes and high-fidelity mockups.
- First UX Designer hired by the company.

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

- Primary engagement was as a contract UX 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).
- Redesign the 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)

- Co-founded and served as team lead and mentor for multiple support and operations teams simultaneously.
- Played a significant contributing role in the formulation of companywide Diversity and Inclusion policies and initiatives.