

# ZAK ELYAZGI

## Summary:

UX, research and product design leader, creative director with 25+ years of experience

## Current Role:

Director of UX & Creative Services, Verisign

## Hands-On Skills/Experience including:

User Experience Design  
User Interface Design  
Information Architecture  
Design Leadership

Wireframing  
Rapid Prototyping  
Site Mapping/Journey Mapping  
Design Systems

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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Suite# 133  
Fairfax, VA 22030



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## QUALIFICATIONS

**With a track record of 25 years in UX, creative, product design, and research**, I help organizations transform complex challenges into simple, scalable, and engaging digital experiences that not only improve usability but also strengthen brand identity and market presence. **From websites and mobile applications to platforms serving millions of monthly users**, I have consistently delivered agile solutions for diverse industries and audiences, rooted in a user-centered design approach. Informed by research, data, and user feedback, my approach ensures that products meet at the critical intersection of user needs and business objectives.

My core strength lies in **building and developing teams**, cultivating their skills and fostering a culture of excellence and continuous improvement. **As a strategic leader, I empower my teams to deliver their best work and encourage a collaborative environment that fuels creativity and innovation.** Because I bring a holistic perspective that integrates creative, brand, and strategy, I ensure every touchpoint works together to deliver a cohesive and impactful brand experience.

## DESIGN LEADERSHIP EXPERIENCE

### SENIOR DIRECTOR, UX & CREATIVE SERVICES // Verisign

(Oct. 2021 – Oct. 2025)

- Scaled and led a multidisciplinary team spanning UX, research, project management, and versatile designers across digital, print, and video; established foundational design operations, creating clarity, accountability, and measurable improvements in efficiency, allowing the team to actively measure capacity, plan with greater precision, and boost overall productivity.
- Transformed design operations by streamlining intake, workflow, and documentation; adopted Agile practices and two-week sprint cycles, reducing design hours and accelerating campaign delivery timelines.
- Directed the end-to-end redesign of Verisign.com (120+ pages), bringing the site into accessibility compliance, strengthening brand perception, and delivering significant cost savings by executing the project internally at a fraction of the cost of outsourcing to a design agency.
- Led the redesign of Verisign's flagship product, NameStudio, integrating LLM-powered AI into the user experience to enable conversational domain name suggestions and search, increasing user engagement by over 30%.
- Unified brand guidelines, design systems, and global marketing workflow, driving consistency across products and sub-brands, enabling faster campaign launches, reducing rework, and ensuring more effective and impactful campaigns worldwide.

### DIRECTOR, USER EXPERIENCE // Halfaker & Assoc. [Acquired by SAIC]

(Sep. 2018 – Oct. 2021)

- Built and scaled the company's first UX practice, hiring, mentoring, and leading a distributed team of designers and researchers, and embedding human-centered design into high-visibility federal government programs.
- Instituted design systems and Agile-aligned UX processes that reduced delivery cycles, improved efficiency, and ensured consistency across multiple public-facing and enterprise applications.
- Partnered with federal stakeholders across multiple projects and product lanes to modernize mission-critical platforms, driving measurable gains in usability, accessibility compliance, and user satisfaction as captured through voice-of-the-customer tools like ForeSee.
- Elevated Halfaker's market position by publishing thought-leadership content and representing the company externally, which directly supported new business wins and strengthened strategic partnerships, and contributing to the company's successful acquisition by SAIC.

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## Software Experience:

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

Adobe Analytics  
Google Analytics  
Site Improve  
UserTesting.com  
Optimal Workshop

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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## DIRECTOR, USER EXPERIENCE // SiriusXM Radio

(Jan. 2014 – Sep. 2018)

- Launched and scaled SiriusXM's first in-house UX practice, building a high-performing team that supported digital platforms serving more than 12 million monthly unique visitors.
- Transformed digital self-service and subscription workflows, driving a shift from 18% to 50% of transactions online, delivering tens of millions in annual cost savings and increasing trial-to-paid subscription conversion rates.
- Established data-driven design culture by co-founding SiriusXM's digital A/B and user testing programs, enabling product and marketing teams to make informed decisions that improved engagement and revenue outcomes.
- Created and implemented a unified UX style guide and pattern library, reducing design and development rework substantially and ensuring a cohesive experience across SiriusXM.com digital properties.
- Partnered with Marketing and Product leaders to deliver high-impact digital campaigns and product launches, aligning user experience with subscriber acquisition and retention goals.
- Advocated for UX at the executive level, ensuring that user-centered design became a strategic lever in shaping SiriusXM's digital transformation and customer experience strategy.
- Led initiative to eliminate design-to-production friction and quality gaps by strategically building front-end coding capability into the UX team and taking direct ownership of front-end development, significantly improving shipped product quality while reducing Engineering workload.

## CORE LEADERSHIP COMPETENCIES

- **Design & Creative Leadership** – Building and scaling high-performing multidisciplinary teams that deliver innovative, high-quality outcomes across digital, brand, and creative disciplines.
- **UX Strategy & Design Systems** – Driving enterprise-scale adoption of design systems, ensuring governance, consistency, and efficiency across platforms and products.
- **Brand Development** – Shaping brand identity and storytelling, aligning global marketing with product strategy to strengthen recognition and impact.
- **Research & Data-Driven Design** – Leveraging user testing, analytics, and experimentation (A/B, multivariate) to optimize engagement, usability, and conversion.
- **Cross-Functional Collaboration** – Partnering with marketing, product, engineering, and executive leadership to align design vision with business goals and customer needs.
- **Organizational Change Leadership** – Implementing design operations, process improvements, and cultural initiatives that increase team engagement, efficiency, and accountability.

## ADDITIONAL DESIGN EXPERIENCE

**SR. USER EXPERIENCE DESIGNER** // SiriusXM Radio

**SR. CONSULTANT (UX)** // Acumen Solutions

**UX DESIGNER** // National Student Clearinghouse

**UX DESIGNER** // Personal Pathways, LLC

**CREATIVE DIRECTOR, UX DESIGNER, GRAPHIC DESIGNER (FREELANCE)** // Daze Studios, LLC