

# ZAK ELYAZGI

## Summary:

UX, research and product design leader, creative director with 20+ 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

**Accomplished UX, product design and research leader with over 20 years of experience** tackling design challenges across a wide array of industries, for websites and applications with tens of users, to millions of users. **Focused on delivering agile solutions based on a user-centered design approach that is informed by research data and user feedback, while growing and developing teams along the way.** Creative leadership experience extends beyond digital; skilled in managing print and multimedia projects, client and vendor relationships, and leading creative design, development, and production teams.

## DESIGN LEADERSHIP EXPERIENCE

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

(Oct. 2021 – Present)

- Lead a team of UX designers, researchers, graphic designers, and managers to provide UX, brand and creative solutions across the entire Verisign suite of websites, web applications and marketing projects.
- Reform the way the team does business internally and externally, providing guidance to improve process and efficiency, taking on more responsibility on projects previously outsourced to agencies.

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

(Sep. 2018 – Oct. 2021)

- Lead, mentor and manage a distributed team of UX designers matrixed across a mix of public-facing website and enterprise web application/product teams.
- Provide thought-leadership including publishing blog articles which secured key strategic partnerships and additional revenue streams.
- 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, guidelines, design systems and infrastructure to support rapid design activities that integrate into Agile sprint cycles.

### 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 average traffic of 12MM unique visitors a month.
- Helped drive digital transaction mix from 18% to 50%, resulting in millions of dollars in cost savings (through call deflection), and a measurable incremental lift in trial subscription conversion.
- Co-founded SiriusXM's digital A/B testing and usability testing programs.
- Leading a team of UX designers, drive the UX strategy and 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 for the SiriusXM.com account management web application and marketing website.
- 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 elevate quality of products being deployed to production.

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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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## ADDITIONAL DESIGN 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.

**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.