



Summary:

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

Most Recent 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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QUALIFICATIONS

With 25 years of experience leading UX, creative, product design, and research,

I help organizations translate complex challenges into scalable digital experiences that strengthen brand presence and drive measurable business impact. Across websites, mobile applications, and platforms serving millions of monthly users, I have led teams delivering disciplined, high-quality solutions grounded in research, data, and user insight.

I am recognized for **building and scaling high-performing, multidisciplinary teams, instituting operational rigor, and cultivating cultures that consistently raise standards and drive measurable performance.** By integrating creative leadership with strategic direction and execution discipline, I ensure experiences align brand, product, and business objectives while delivering consistent quality at scale.

DESIGN LEADERSHIP EXPERIENCE

SENIOR DIRECTOR, UX & CREATIVE SERVICES // Verisign

(Oct. 2021 – Oct. 2025)

- Directed UX and creative strategy across enterprise platforms within a \$20B+ publicly traded enterprise generating \$1.5B+ in annual revenue, serving millions of external users and hundreds of internal stakeholders, aligning brand, product, and marketing execution to drive measurable impact.
- Scaled and led a multidisciplinary team spanning UX, research, project management, and integrated creative (digital, print, video), establishing foundational design operations that improved predictability, efficiency, and delivery velocity.
- Led the end-to-end redesign of Verisign.com (120+ pages), achieving accessibility compliance, elevating brand perception, and delivering significant cost savings by executing internally rather than through agency outsourcing.
- Led the redesign of flagship product NameStudio, integrating LLM-powered AI to enable conversational domain name discovery, increasing user engagement by over 30%.
- Unified global brand guidelines and design systems, streamlining marketing workflows, reducing rework, and accelerating campaign launches worldwide.

HEAD OF UX & CREATIVE (CONTRACT) // Switch Communications

(Dec. 2020 – Aug. 2021)

- Rapidly scaled and led a 25-person globally distributed team across three integrated verticals—UX & Creative, Motion Graphics & Animation, and Front-End Development—spanning the U.S., Turkey, Egypt, and Europe during a pivotal early-growth phase.
- Designed and implemented the agency's core operating model, formalizing roles, workflow governance, delivery standards, and performance expectations to institutionalize accountability across disciplines.
- Elevated creative standards and execution rigor across verticals, strengthening delivery performance, meeting increasingly complex client demands, and establishing the operational backbone required for sustained growth.

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.

ZAK ELYAZGI

Summary:

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

Most Recent Role:

Director of UX & Creative Services, Verisign

Software Experience:

Figma
Sketch
InVision
Adobe XD
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, Section 508 standards, and the latest trends in front-end development

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- 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, directly supporting new business wins, strengthening strategic partnerships, and contributing to the company's successful acquisition by SAIC.

DIRECTOR, USER EXPERIENCE // SiriusXM Radio

(Jan. 2014 – Sep. 2018)

- Launched and scaled SiriusXM's first in-house UX organization within a \$5.8B annual revenue, 34 million-subscriber media enterprise, leading teams responsible for digital platforms serving 12M+ monthly users.
- Transformed digital self-service and subscription workflows, increasing online transactions from 18% to 50% and delivering tens of millions in annual cost savings.
- Co-founded and institutionalized SiriusXM's A/B testing and user research programs, embedding a data-driven design culture that enabled informed product and marketing decisions and improved engagement and revenue outcomes.
- Developed and implemented a unified UX style guide and pattern library, reducing rework and ensuring cohesive experience standards across SiriusXM.com properties.
- Led initiative to eliminate design-to-production friction by building front-end capability within the UX team and assuming implementation ownership, materially improving shipped quality while reducing engineering workload.

CORE LEADERSHIP COMPETENCIES

- **Design & Creative Leadership** – Scaling high-performing multidisciplinary teams across UX, brand, and integrated creative functions.
- **UX Strategy & Design Systems** – Defining and driving UX strategy and enterprise design systems that improve consistency, efficiency, user experience quality, and speed to market.
- **Data-Informed Optimization** – Leveraging research, analytics, and experimentation to improve engagement, conversion, and measurable business outcomes.
- **Organizational Transformation** – Establishing operational rigor and process discipline that elevate execution quality and team performance.
- **Brand & Experience Integration** – Aligning brand expression with digital product strategy across channels.
- **Cross-Functional Leadership** – Partnering with marketing, product, engineering, and executive stakeholders to align experience with business goals.

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 & GRAPHIC DESIGNER // Daze Studios, LLC