



# Zachary Sussman

New York, NY

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## ABOUT ME

I am a liaison between digital design and user/business oriented mindsets. At the intersection of my passion for design is my ability to pull concise meaning out of user research and translate it into cohesive visuals and flows that engage consumers. I take a right and left brain approach to solving creative problems and am accustomed to working under the agile method of scrum development.

## SKILLS

**Graphic Design:** Illustrator, Photoshop, InDesign, XD and Premiere, Visio

**UX Design:** Figma, Sketch, XD, InVision, Omnigraffle, Jira, Flinto, Abstract, Optimal Workshop, PEGA

**Other Skills:** Presentation Design, Responsive Design, Product Management, HTML, CSS, WordPress,

**Soft Skills:** Interviewing, Active Listening, Standups, Product Organization

## CONT. EDUCATION

### Simpliaxis & LinkedIn Learning Coursework | Jan 2024 - Jun 2024

Certificate of Completion: Project Management Foundations, Project Management Budget and Communications, Microsoft Project, Accessibility First Design, Figma Essentials, Agile Foundations, Stakeholders & Design Reviews

## EXPERIENCE

### Contract Safebridge | Design / Video Consultant Feb 2023 - Oct 2023 / Jun 2024 - Dec 2024

- Designed the Print Logo designs and alterations for Safebridge Consultants' event "OTR"
- Consulted designs with company Style Guide across Trinity members. Photoshop, InDesign.
- Edited and subtitled various videos for "OTR" event.

### Optum | Lead UX Designer New York, NY | May 2022 - Oct 2022

- Lead UX and UI discussions with development and product teams as well as clinical pharmacists to gather information and define the MVP of their Healthcare application.
- Created wireframes, and consolidated asset libraries in Figma and Pega for UHG's Enterprise Platform.
- Coordinated with multiple OptumRX teams at once weekly through Rally and Teams to work through design and development strategy.

### SAAVHA (Healthcare Startup) | UX Designer New York, NY | Apr 2019 - Dec 2021

- Created wireframes in Sketch, and Figma for company's patented healthcare biometric login app, consent system, and a secure patient portal, with accessibility in mind.
- Developed upon existing and evolving brand strategy such as style guides and new illustrations.
- Ran user research and testing to gain insights, define personas, and isolate design problems.
- Designed and helped strategize/develop new company landing page. CSS/Html.

### jGirls Magazine | UX Consultant New York, NY | July 2018

- Managed the team's project timeline with Trello and designed deliverables for business research
- Partook in design strategy standups with team and design studio with stakeholders
- Designed certain screens for the alpha and beta versions of the prototype in Sketch
- Conducted multiple user interviews and usability tests in InVision

### Graphic Design Consultant New York, NY | 2014 - 2018

Clients: StarCities, Lux Research, The Pekoe Group, Safebridge Consultants, Kripalvananda Yoga Institute, Metis Coaching, Braga Investment and Advisory, MPOWER development Program, HighschoolNGOconnect

- Assisted clients with marketing assets, maintaining brand cohesiveness across multiple channels.
- Applied critical design thinking and strategy to create visual designs that enhance brand presence.
- Consulted with clients on product research to design cleaner UI and better functioning UX.
- Collaborated with clients and creative teams to optimize graphic design and web experience

## EDUCATION

### General Assembly | UX Design Immersive

New York, NY | July 2018

Certificate of Completion

### Skidmore College, Bachelor of Science

Saratoga Springs, NY | May 2014

Major: Studio Art/Fine Art:

Concentration in Communication Design

### School of Visual Arts

New York, NY | Summer 2011, 2013

Digital Media, Visual Design, Photography