

Zak Weiland

User Experience / Product Designer

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PROFESSIONAL EXPERIENCE

Senior Full Stack UI/UX Designer

Bright Health · Dec 2017 to Present

- Evangelize user research, customer interviews, and usability testing within startup.
- Helping lead major redesigns of corporate and business websites, member hub product, and mobile app.

Lead Product Designer

Endurance International Group · Apr 2016 to Dec 2017

- Lead designer tasked with redesigning suite of internal tools.
- Conduct feature analysis, interview stakeholders, run usability tests, brainstorm, and generate new internal product features to help manage EIG's 40+ brands.
- Design, test, and implement better registration, product, and checkout flows for HostGator, iPage, BlueHost, and Domain.com.
- Develop detailed component pattern libraries for each brand to reduce development cycle.

UX Consultant

Ambonare · Dec 2015 to Mar 2016

- Brought in to help consult on an overhaul of the Texas State Library Archives internal item management system.
- Conduct usability testing with TSLAC team members, including accessibility testing with blind and hearing impaired users.
- Inform and advise team on Agile and LEAN design processes.

User Experience Designer

Lightburn Designs · Mar 2014 to Nov 2015

- Strategize user experience and user interactions with project managers and clients through group discussions, stakeholder interviews, and low fidelity prototyping.
- Conduct competitive and heuristic analysis to help companies define their product goals.
- Execute user research studies and create usability test-scripts.

Senior Designer & Developer / Art Director

Lightburn Designs · Jan 2010 to Mar 2014

- Designed and developed user interfaces, brand and user experience based on client business and technical requirements.
- Designed and built 3 native Appcelerator apps (iOS and Android).

Lead Web Designer / Front-End Developer

Fyin.com · Jan 2007 to Feb 2010

Web Designer

UWSP-Web & Media Services · Jan 2005 to Dec 2006

PRACTICED SKILLS

Wireframing
Visual Design
Design Facilitation
Customer Interviews
Information Architecture
Interaction Design
Prototyping
User Flows
Storyboarding
Persona Development
Heuristic Analysis
Feature Roadmapping
Content Strategy
App Design / Development
Competitive Analysis
Web Standards

TOOLKIT

Sketch
Invision
Jira
Confluence
Figma
React & Javascript
HTML 3 & CSS 5
Atom IDE
iTerm
GitHub
Sticky Notes
Pen & Paper
Whiteboard
Trello
Omnigraffle
Framer.js
Principle
Photoshop
Illustrator
Appcelerator

EDUCATION

University of Wisconsin-Stevens Point, (B.A., Web & Digital Media Development, 2006, Cum laude)