

Zak Weiland

User Experience / Product Designer

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PROFESSIONAL EXPERIENCE

Senior Product Designer

Endurance International Group · April 2016 to Present

- Lead designer tasked with redesigning entire suite of internal tools.
- Conduct feature analysis, interview stakeholders, run usability tests, brainstorm, and generate new product features for all of EIG's 40+ brands.
- Design, test, and implement better registration, product, and checkout flows for HostGator, iPage, BlueHost, Domain.com, and Constant Contact.
- 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 which interacts with over 2 million users.
- 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.
- Produce product solutions in quick iterations to build and refine proposals with stakeholders for sign-off before development phases.
- Generalize specific design components to help reduce development costs.
- Participate in quality assurance testing, bug bashes and post-launch usability testing to ensure that development adheres to design spec.

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).
- Mentored and art directed junior designers.

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
Interviewing
Information Architecture
Interaction Design
Prototyping
User Flows
Storyboarding
Persona Development
Product Analysis
Feature Generation
Content Strategy
Stakeholder Workshops
App Design / Development
Competitive Analysis
Web Standards

TOOLKIT

Sketch
Invision
UXPin
Sticky Notes
Pen & Paper
Whiteboard
Trello
GitHub
Sublime Text
Jira
Omnigraffle
Confluence
HTML & CSS
Javascript & jQuery
Framer.js
Principle
Photoshop
Illustrator
Appcelerator

EDUCATION

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