



PROFILE

Interaction Designer with a passion for designing beautiful and functional user experiences with a focus on digital product design. I craft engaging design solutions for products with new & complex visions. I've worked on a wide range of products and experiences, including native and mobile web apps.

My main strength is multi-disciplinary and collaborative design thinking. I specialize in defining complex user interactions and experiences across platforms and devices, product design and development, UX + UI design, interactive design, visual design, usability testing, user research, rapid prototyping, project management. I also love HTML & CSS.

CONTACT

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EXPERIENCE

CDK GLOBAL
NOV 2017 - PRESENT

SENIOR INTERACTON DESIGNER

Responsible for the interaction design and user experience for CDK's API Dev portal.

- Work closely with Engineering team to ensure designs are executed as designed
- Collaborate with agile, multi-disciplinary teams to evaluate the feasibility of proposed features and create phased approaches to development
- Starting with the customer and working backward; leveraging customer feedback, in-depth site analytics, internal subject matter experts, and research findings
- Develop and nurture relationships across teams and disciplines to promote collaboration and efficiency on CDK projects
- Quickly come up with insightful workflows and simple solutions to complex interaction design problems
- Adapting desktop experiences for mobile and tablet devices through client requirements, rapid iteration and feedback.
- Develop, collaborate on and maintain design patterns
- Use informal and formal methods to test work with users

CAREERBUILDER
NOV 2016 - NOV 2017

SENIOR INTERACTON DESIGNER

Apply conceptual thinking to create world-class digital services across multiple platforms, smartly bringing together user needs, business goals and technical realities.

Develop sound UX concepts, including the definition of customer needs, task analysis, and the creation of personas, storyboards, scenarios, user flows and use cases. Translate concepts into designs that illustrate simplicity despite system complexity.

Create instant tangibility for the CB team through storytelling and rapid prototyping methods, ranging from paper sketching to digital prototyping.

Define the User Interface Design through information architecture, wireframes and user flows and validate it through usability testing.

EXPERIENCE

CAREERBUILDER
NOV 2016 - PRESENT

CONTINUED ...

Create light weighed specifications and style guides to supplement prototypes for our implementation partners.

Effectively communicate research findings, conceptual ideas, detailed design, and design rationale both verbally and visually. Work closely with development teams to ensure that design specifications are implemented.

Participate as a contributor to an interdisciplinary team that includes other designers, project management, business and brand strategists, and hardware and software developers.

Collaborate effectively with remote team members, including designers, researchers engineering, product management, marketing and others.

SEARS HOLDINGS -
SHOP YOUR WAY
NOV 2013 - NOV 2016

SENIOR UI/UX DESIGNER

Responsible for leading user-centered design activities such as gathering, validating, analyzing, and defining requirements, conducting user experience and information architecture activities, creating and planning interfaces, and contributing to the experience standards definition. Documents by a user experience architect will act as project requirement guidelines for interactive team members, supporting the successful completion of interactive projects.

I am responsible for every aspect of the Shop Your Way Member Experience - the overall flow and layout of the screens, the fields and information presented, the actions and interactions that are provided, and the visualizations of the data. I am involved in solving workflow problems, developing new ways of presenting market data, and figuring out what tools the client needs in their solution that even they don't realize yet. I provide overall stylistic guidance as well as handle the implementation of the visuals (i.e. colors and fonts).

Designing simple, elegant and seamless experiences that connect all customer touch points – email, online, in-store and mobile.

Fosters a culture of innovation and creativity by bringing a new way of thinking & designing principles.

Interprets the objectives of each project and efficiently develop design executions, which communicate customer-focused messages to drive communication and sales.

Work to continually increase the creative benchmark, setting new standards to elevate the customer experience.

SRVR
JAN 2013 - NOV 2013

SENIOR UX DESIGNER / FRONT-END DEVELOPER

Worked on redesigning website, research, sketch, and create wireframes for various web and mobile products. Working in agile environment for a few products. Assist product managers with User Testing, test designs, and documentation of UX recommendations.

Design user interfaces for company websites and web-based applications including; visual look & feel, graphics, styles, navigation, and layout.

Conducted industry research and stayed current on best practices, competitor user interface designs, and emerging technologies.

Supervisor Responsibilities

Supervises team, responsibilities include hiring, assignment and review of work, performance evaluation, mentoring and training, and identifying opportunities for team development.

Provides response to grievances, discipline and discharge when necessary.

EXPERIENCE

SRVR
OCT 2007 - JAN 2013

INTERACTIVE MEDIA / DESIGNER & DEVELOPER

Responsible for the designs, CSS/XHTML/Javascript for the company websites. Responsible for the redesign & rebranding of corporate promotional and marketing materials, including posters, postcards, flash and gif animated banners, online and printed ads, interactive demos & promotional giveaways, etc.

Graphical user-interface design and implementation for the companies numerous software applications. Including NECC LLC, Pulse LLC, & BlueTone LLC online VoIP application Sippy Phone.

NYU OFFICE OF
INTERNATIONAL
STUDENT SERVICES
(OISS)
FEB 2007 - MAY 2007

CONCEPT DESIGNER, WEB DESIGNER, EDITOR

Lead conceptual development for NYU's OISS website. Edited all content for publication. Managed online media content. Developed user interface and design with front-end web developer.

NYU DIGITAL
STUDIO
BOBST LIBRARY
JAN 2006 - DEC 2006

STUDENT TECH ASSISTANT

Researching, rebuilding, redesigning, creating digital products, graphic designs, etc. Incorporate interactive, elements and e-commerce initiative; perform technical coding, review and testing.

EDUCATION

MASTERS /INTERACTIVE
TELECOMMUNICATIONS
New York University - Tisch
Graduated: May 2007

BACHELORS/MULTIMEDIA
DESIGN
Swinburne University of Technology
Graduated: Oct 2005

DIPLOMA/MULTIMEDIA
TECHNOLOGY
Cosmopoint Institute of Technology
Graduated: 2002

KNOW-HOW

EXPERIENCE DESIGN
INTERACTION DESIGN
MOBILE DESIGN
DIGITAL PRODUCT DESIGN
USER DESIGN RESEARCH
VISUAL DESIGN
AGILE & LEAN UX
PROTOTYPING
WIREFRAMING
USER CENTRED DESIGN
RESPONSIVE DESIGN
FRONT-END DESIGN/DEV
DIGITAL MARKETING
AUDIO VIDEO EDITING
3D ANIMATION

SKILLS

UX + UI DESIGN



ADOBE SUITE



SKETCH



HTML/CSS



INVISION



REFERENCES

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