

# Zaria Zinn

## UX Designer & Researcher

Passionate about using human-centered design to build experiences that effortlessly merge user and business needs.

## Work Experience

**Williams Sonoma Inc. Pottery Barn Kids & Teen, San Francisco, CA**

*Digital Production Coordinator, June 2021–Present*

- Lead team in transition to Figma and built out over 10 landing page templates complete with use of components to match site styling and satisfy UX requirements
- Mentored teammates and facilitated trainings on Figma, Photoshop, and Illustrator best practices, shortcuts, and automation
- Executed seasonal design updates for 5 on-site landing pages, coordinating with cross functional partners to develop banners and creative assets

**CodeAlgo, Remote**

*UX/UI Designer (Contract), November 2022–January 2023*

- Delivered a high-fidelity prototype designed in Figma complete with brand guidelines, curated colors, and typography based on customer research
- Guided the client team to solidify their vision for the product and provided potential feature opportunities drawn from user research

**DocMagic, Los Angeles, CA**

*Marketing Operations Specialist, November 2020–June 2021*

- Provided insight into best UX practices and trends for marketing landing pages, emails, and on-site forms leading to a 4.5% increase in form submission
- Headed A/B testing on landing pages, paid social, and syndicate display ads to refine marketing and design techniques, increasing CTR by 2%

**Evite, Los Angeles, CA**

*Marketing Campaign Specialist, January 2020–September 2020*

*Marketing & Comm. Coordinator, August 2018–January 2020*

- Curated four brand personas based on site behavior and user demographic data to guide marketing campaigns and site language
- Expanded on-site placement click-through rate by 120% by testing optimal strategy for design, copy, and content

## Projects

**Shipt, Mobile App Redesign**

*UX/UI Designer & Researcher, September 2022–November 2022*

- Designed a high-fidelity functional prototype of a complete user flow in Figma based on user research and business needs
- Lead moderated exploratory user interviews focused on the grocery delivery industry to develop a problem statement and How Might We questions

## Contact

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## Skills

### UX DESIGN

UI Design, Wireframing, Prototyping, User Flow, Responsive Web Design, Information Architecture, A/B Testing, Site Mapping

### UX RESEARCH

User Interviews, Usability Testing, C&C Analysis, Card Sorting, Persona Creation, Journey Mapping

### TOOLS

Adobe Creative Suite (Photoshop, Illustrator, Indesign, XD), Figma, Sketch, Wordpress, HubSpot, Google Analytics, JIRA, HTML, CSS, Python Basics, R Basics

## Education

### GENERAL ASSEMBLY

#### UX Design Immersive

Remote | February 2023

### ELON UNIVERSITY

#### BA Anthropology

North Carolina | 2018

Summa Cum Laude