

Zaria Zinn

I'm a UX Designer and Researcher, passionate about using human-centered design to build experiences that effortlessly merge user and business needs.

Experience

WILLIAMS SONOMA INC. POTTERY BARN KIDS & TEEN, SAN FRANCISCO, CA

Digital Production Coordinator, June 2021-Present

- Designed Excel VBA coded importer to streamline the asset management process, increasing efficiency and saving an average of 12 hours per season
- Executed seasonal design updates for five on-site landing pages, coordinating with cross functional partners to develop banners and creative assets
- Mentored teammates and facilitate trainings on Photoshop and Illustrator best practices, shortcuts, and automation

DOCMAGIC, LOS ANGELES, CA

Marketing Operations Specialist, Nov. 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%
- Created a long term automated email strategy to gain new clients and keep current and potential customers engaged

EVITE, LOS ANGELES, CA

Marketing Campaign Specialist, Jan. 2020-Sep. 2020

- Curated four brand personas based on site behavior and user demographic data to guide marketing campaigns and site language
- Conducted qualitative and quantitative user testing for all seasonal campaigns leading to revised design, copy, and content

Marketing & Comm. Coordinator, Aug. 2018-Jan. 2020

- Expanded on-site placement click-through rate by 120% by testing optimal strategy for design, copy, and content
- Developed Google Analytics standards to track campaign performance, analyze results, and present strategies to increase future campaign performance

Projects

ART PRIMO, RESPONSIVE E-COMMERCE WEBSITE REDESIGN

UX Designer & Researcher, August-September 2022

- Conducted a card sort with E-commerce products to develop a site map and provide revised information architecture for the website
- Delivered high-fidelity prototype designed in Figma complete with brand guidelines, curated colors, and typography based on the company's desired redesign

LET'S GLOW, IOS MOBILE APPLICATION CONCEPT

UX Designer & Researcher, July-August 2022

- Lead five moderated exploratory user interviews focused on the skin care space to develop a problem statement and How Might We questions
- Developed a researched based persona using information gathered from user interviews and competitive/comparative analysis

Contact

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(510) 828-8344

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, Competitive and Comparative Analysis, Card Sorting, Persona Creation, Journey Mapping

TOOLS

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

Education

GENERAL ASSEMBLY

UX Design Immersive 07/2022-02/2023

An immersive student in the User Experience Design program that included over 480 hours of professional training over 6 months.

ELON UNIVERSITY

BA Anthropology Class of 2018

Summa Cum Laude