

# CJ Zarback

**UX/UI Designer | Prototyper | Interaction Designer**

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## SKILLS & TOOLS

**Tech Skills:** Sketch, Figma, InVision, Adobe Creative Suite, Zoom, Slack, Mural

**Design Skills:** Information architecture, User research, Interviews, Affinity mapping, Heuristic evaluation, Competitive research, Usability testing, Form design, Responsive web design, Wireframing, Mockups, Rapid prototyping, User interface design, Brand design, Mobile design, Product design, Interaction design, Visual design

## INDUSTRY EXPERIENCE

### **UX Design Instructional Assistant | General Assembly**

October 2019 - Present | San Francisco, CA

- Assessed student academic and professional performance, created action plans based on growth areas
- Facilitated a dynamic and collaborative classroom culture through hands-on group activities and lectures
- Mentored 40+ students by reinforcing design concepts and methods in the classroom
- Managed the logistics of teaching remotely using Zoom while maintaining multiple communication channels
- Provided oversight on over 15 student lead team projects that included conducting client interviews, scheduling meetings, maintaining individual team timelines, and facilitating daily stand-ups

### **UX/UI Designer | Pluma**

January 2020 - May 2020 | San Francisco, CA

- Delivered an end to end design for an executive coaching agency that included content strategy/restructure, coach pairing, and increasing clarity across the platform
- Conducted heuristics analysis, user interviews, and usability walkthroughs
- Developed an implementable design system leveraging current industry standards
- Effectively collaborated with three other designers and primary stakeholders remotely via Zoom

### **UX/UI Designer | Heroes Corner**

April 2019 - October 2019 | San Francisco, CA

- Sole designer for a small business website that includes calendaring, content strategy, and SEO
- Approach included competitive and comparative analysis, user interviews, wireframing, and establishing remote collaboration with stakeholders
- Implemented the design using a CMS, while resolving domain name and registration issues

### **UX/UI Designer | MatchIt Gaming**

December 2018 | San Francisco, CA

- Independently designed the onboarding flow for a sports matchmaking app during a 1-week sprint
- Effectively collaborated via daily presentations with stakeholders and software engineers locally and in India
- Researched competitors and created a clickable prototype using mid/high fidelity wireframes

### **UX Designer | Fin Tech Stealth Startup**

October - November 2018 | San Francisco, CA

- Collaborated within a small design team to create the mobile account opening process for a digital-only Chinese bank startup during a 3-week sprint
- Utilized Agile design methods, distilled existing research, delivered high fidelity wireframes and a clickable prototype
- In addition to the original scope of work, we created a second, conceptual design leveraging eID technology

## PROFESSIONAL EXPERIENCE

### Frontlines Associate | General Assembly

San Francisco, CA, December 2018 - October 2019

- Provide excellent customer service to hundreds of campus guests; including answering general questions, event registration and setup, and A/V support
- Lead production for in-house events for public and private engagements in the SF design, data and engineering sectors
- Communicate across several internal teams via email, Slack and in-person communication to improve guest experience, streamline scheduling, and appropriately allocate resources

### Supervisor/Baker | Cinfu Desserts

Chico, CA, June 2014 - January 2018

- Managed daily business operations, developed production schedules for inbound orders, and oversaw onboarding and training of new employees
- Worked directly with retail, business, and private clients
- Coordinated with business owner to optimize delivery schedule in greater Chico area

### Co-Owner | Heroes Corner

Chico, CA, June 2017 - January 2018

- Established lasting community relationships to develop in-house programming and promote events
- Utilized historic registration data to optimize attendance in scheduling / planning recurring monthly gaming tournaments
- Evaluated products to determine store inventory

## EDUCATION

### User Experience Design Certificate | General Assembly

San Francisco, CA, Sep 2018 - Nov 2018

- A 10-week long, full-time graduate-level accelerator focused on research, iterative design, rapid prototyping, and other industry best practices
- Emphasis on collaboration with software engineering and other stakeholders

### AS in Multimedia Studies (Dual Degree) | Butte College

Oroville, CA, May 2015 - Aug 2018

- **Areas of focus:** Graphic design, Multimedia, HTML, CSS, Human studies
- **Certificates:** 2D Animation and Game Design

### AA in Social Behavioral Studies (Dual Degree) | Butte College

Oroville, CA, Mar 2012 - Aug 2015