



Zachary Sussman

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ABOUT ME

I am a liaison between digital design and user/business oriented mindsets. At the intersection of my passion for design is my ability to pull concise meaning out of user research and translate it into cohesive visuals and flows that engage consumers. I take a right and left brain approach to solving creative problems and am accustomed to working under the agile method of scrum development.

SKILLS

Graphic Design: Illustrator, Photoshop, Bridge, InDesign, XD and Premiere, InVision Studio, Mailchimp

UX Design: Sketch, Flinto, Abstract, Marvel, InVision, Omnigraffle, Trello, Gira, Optimal Workshop

Web Design: XHTML, CSS, Drupal, WordPress, Squarespace and WIX

Soft Skills: Languages: Spanish & Japanese (limited working capacity), Interviewing, Presentations

EXPERIENCE

UX & Graphic Design Consultant

New York, NY | 2014 – Present

Clients: Safebridge Consultants, Kripalvananda Yoga Institute, Metis Coaching, Braga Investment and Advisory, The Rubin Museum, Center for Arts Education, HighschoolNGOconnect

- Assisted clients with marketing assets, maintaining brand cohesiveness across multiple marketing channels
- Applied critical design thinking and strategy to create visual designs that enhance brand presence
- Consulted with clients on creative vision, images and visuals for brand consistency

jGirls Magazine | UX Consultant

New York, NY | July 2 - July 23 2018

- Managed the team's project timeline with Trello and designed deliverables for business research
- Partook in design strategy standups with team and design studio with stakeholders
- Designed certain screens for the alpha and beta versions of the prototype in Sketch
- Conducted multiple user interviews and usability tests in InVision

StarCities | Graphic Designer

New York, NY | 2015 – 17

- Managed and designed mailer lists and database
- Overhauled navigation and design on website's front page
- Collaborated with clients and creative teams to optimize graphic design experience
- Developed marketing campaigns and promotional pieces, including proposals, guides and postcards

Lux Research | Brand Designer

New York, NY | Summer 2015

- Designed illustrations and created presentation materials for various departments
- Cross collaborated with creative, research and development teams to develop design visuals
- Organized and redesigned assets for presentations, flow charts, and infographics

The Pekoe Group | Graphic Designer

New York NY | Spring 2015

- Designed original print, digital and social media assets for off-Broadway productions
- Created promotional material and ad campaigns for Bandstand from concept to implementation

Columbia University, Media and Film Intern

New York, NY | Summer 2013

- Set up and assisted in filming videos for online education website
- Organized and cataloged videos through site's backend
- Added B-roll and graphics for the videos and edited videos in post-production in Premiere

EDUCATION

General Assembly | UX Design Immersive

New York, NY | July 2018

Certificate of Completion

Skidmore College, Bachelor of Science

Saratoga Springs, NY | May 2014

Major: Studio Art/Fine Art:

Concentration in Comm. Design

Parsons New School of Design

New York, NY | Summer 2006-2009

Drawing, Digital Photography, Illustration, Animation

School of Visual Arts

New York, NY | Summer 2011, 2013

Digital Media, Visual Design, Photography

ACTIVITIES

Multiple Sclerosis Foundation: New York, NY October

Participate in Bike MS, a non-competitive biking marathon, to raise money for the found to research Multiple Sclerosis.

Skid TV: Saratoga Springs, NY 2013-14

Editor; Assistant at a student-run video production club. On-site filming and post-production editing.