

# ZACHARY NORTON

Product Designer



## PROFILE

I am a senior UX and product designer with experience producing B2B and B2C user solutions for brands like The New School, Whirlpool, TE, US Equestrian and ShopRite. I love building seamless, ingenious products.



## TOOLS & SKILLS

### UX & UI

Design Communication  
Rapid Prototyping  
User Flows  
User Research  
Usability Testing  
Visual Design  
Wireframing

### Code

CSS  
HTML  
JavaScript  
jQuery

### Design

Illustrator  
InDesign  
Keynote  
Photoshop  
PowerPoint  
Sketch

### Prototyping

Axure  
InVision  
Omnigraffle



## CONTACT INFO

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## EXPERIENCE

### Omure, Inc.

*Freelance Senior UX Designer*, October 2016 - Present

- Produced detailed wireframes and sketches for the agile redesign and development of the United States Equestrian Federation (USEF) website using Sketch.
- Performed card sorting exercises, user research, usability tests and comprehensive competitive analyses to shape the taxonomy and information architecture of the site.
- Presented thorough design walkthroughs to the client across a multi-sprint timeline.
- Iterated all designs based on USEF's feedback and coordinated the submission of deliverables according to the needs of all major project stakeholders.

### SapientRazorfish

*Freelance UX Designer*, January 2016 - March 2017

- Provided wireframing and prototyping services within an agile development environment for a major industrial electronics supplier.
- Wireframed and prototyped an eCommerce iOS app for a major regional supermarket chain in Axure, incorporating contextual and personalized shopping recommendations.
- Designed comprehensive, responsive onboarding and dashboard experiences for a major multinational consumer electronics company.
- Wireframed and prototyped responsive eCommerce, B2B, and B2C websites and microsites in the fashion, finance, technology, and hospitality industries using Axure.
- Coordinated project requirements with client stakeholders, accounts, and creative teams within a deadline-intensive agency environment.
- Performed detailed competitive analyses and user experience assessments for eCommerce, education, and hospitality websites across mobile and desktop platforms.

### ADP

*Freelance UX / UI Designer*, September 2015 - November 2015

- Produced detailed user interface and dashboard mockups for a web-based B2B human resources application using Photoshop and Illustrator.
- Created comprehensive interactive InVision dashboard prototypes from PDF mockups and Sketch files.
- Performed design discovery for user stories and primary use case scenarios using Agile and Scrum methodologies.

### Tritan Collective

*Freelance UX Designer / Copywriter*, June 2015 - August 2015

- Wireframed user interfaces and dashboards for business-to-business clients using InDesign and Illustrator.
- Provided copywriting and content strategy services to enterprise and entertainment technology startups currently seeking Series A funding.



## EDUCATION

### Vanderbilt University

Bachelor of Arts in English Literature, magna cum laude, 2006

### The Flatiron School

Certificate in Front-End Development, 2015

### Shillington School

Certificate in Graphic Design, 2016