

Zachary Taschdjian

Creative Technologist and User Experience Strategist/Designer

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PROFILE

User Experience Strategist/Designer and Usability Researcher specializing in enterprise-level systems architecture. Professional creative and research manager blending data-driven design solutions with high-concept creative.

OBJECTIVE

To obtain employment with an industry-leading UX design organization. I would like to work in the areas of software engineering, embedded interfaces and mobile/tablet applications. I am especially interested in design for ubiquitous/pervasive computing and experiential applications.

PROFESSIONAL EXPERIENCE

Requirements Gathering

- Created actionable use cases, user stories and flows from business requirements (also assisted internal stakeholders in developing business requirements).
- Used existing analytics and log files to determine current usage profiles.
- Performed competitive analysis including researching, documenting and delivering detailed reviews of competitive products; analysis of product features and design; perceived strengths and weaknesses; delivering detailed reviews of client products and future competitive offerings.

UX Design

- Created wireframes, prototypes, navigation, content inventories, site maps, user task flows, personas and use scenarios based on business requirements, analytics and user research.
- Created and presented business and design briefs translating market research into user-centered design solutions.
- Used analytics to determine current use profiles, conversion flows and to identify areas of improvement.
- Acted as a data-driven user advocate responsible for gathering functional and technical requirements by engaging with users to determine feature and content implementation to match their needs.
- Engaged in initial discovery and research process to understand technical and commercial market requirements, technical feasibility, cost analysis and create preliminary proof of concept.
- Proven experience researching sociological and anthropological aspects of consumer trends and communicating findings via written reports, presentations and prototypes/mockups.

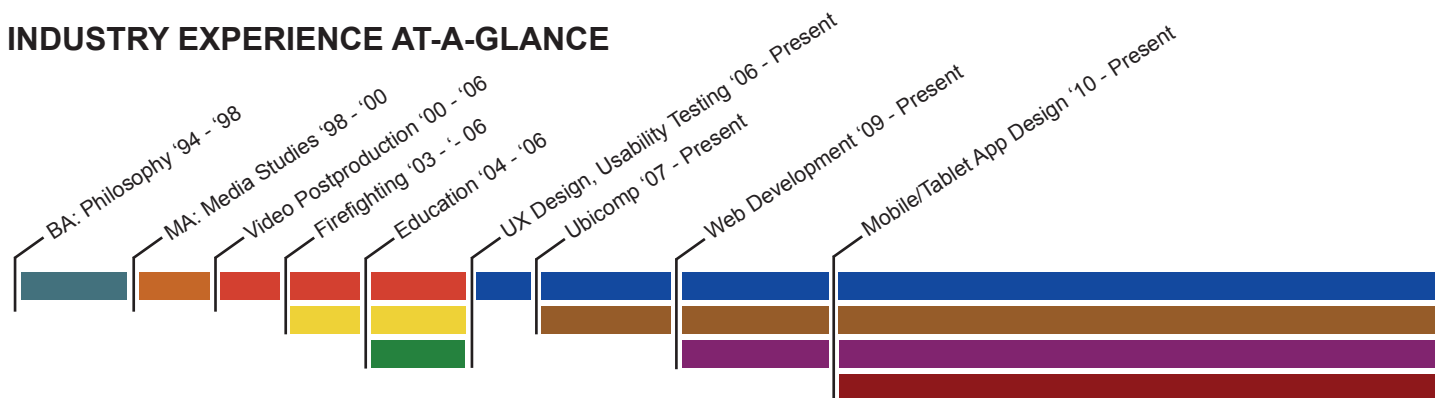
User Research

- Conducted user research using contextual inquiry, interviewing, affinity diagrams, generative card sorting, talk alouds and heuristic evaluations.
- Created detailed reviews of client products (competitive analysis) to determine future competitive offerings.
- Performed usability testing and analysis using eye-tracking tools like Tobii Studio.

Management

- Managed and mentored multiple employees, volunteers, interns and contractors on a variety of projects ranging from consulting engagements to in-house positions.
- Writer and presenter with experience presenting complex concepts in a simple, compelling way.

INDUSTRY EXPERIENCE AT-A-GLANCE



EMPLOYMENT HISTORY

Principal UX Strategist: Tasjian Experience Design, 2007 - present. Past positions and clients include;

Lead User Experience Strategist: Sterling Rice Group

Led UX strategy and design for projects ranging from consumer brands to large non-profits. Facilitated client presentations of design deliverables. Synthesized user research into use cases, task flows and ultimately, into UX deliverables including sitemaps, prototypes, interaction design, etc.

Lead User Experience Designer: Cactus Communications

Planned and implemented UX strategy and design throughout project lifecycle. This included requirements gathering using contextual inquiry and analytics, use case development, user research, prototyping and finally, user acceptance testing. Deliverables included sitemaps, personas, wireframes, content inventories, prototypes.

Lead User Experience Designer: Hostworks

Planned and lead UX strategy and design from discovery to post-launch. Deliverables and tasks included user research, information architecture and UI design, use cases, task flows, sitemaps, personas, wireframes, content inventories, metrics, heuristics and analytics.

User Experience Designer: Malenke | Barnhart

Designed and created user experience strategy and design deliverables including site maps, wireframes, user task flows and user research. Communicated design deliverables internally and to clients using written reports, presentations and "guided walk-throughs" of prototypes.

Senior Information Architect: Hot Press Web

Created design deliverables including wireframes, task flows and prototypes. Content included eCommerce applications including checkout screens and flows, shopping carts and branded content. Acted as a consultant guiding the client in industry best-practices for information architecture and usability.

Senior Information Architect: Spire Media

Created design and business documents including wireframes, task flows, site maps, personas, content inventories, competitive analysis, user research and prototypes. Worked with visual designers, account team, project managers and developers to design and develop an industry leading website and CMS. Work was performed in an agile environment and included extensive client-facing interaction.

Producer / Editor: J. Walter Thompson (JWT)

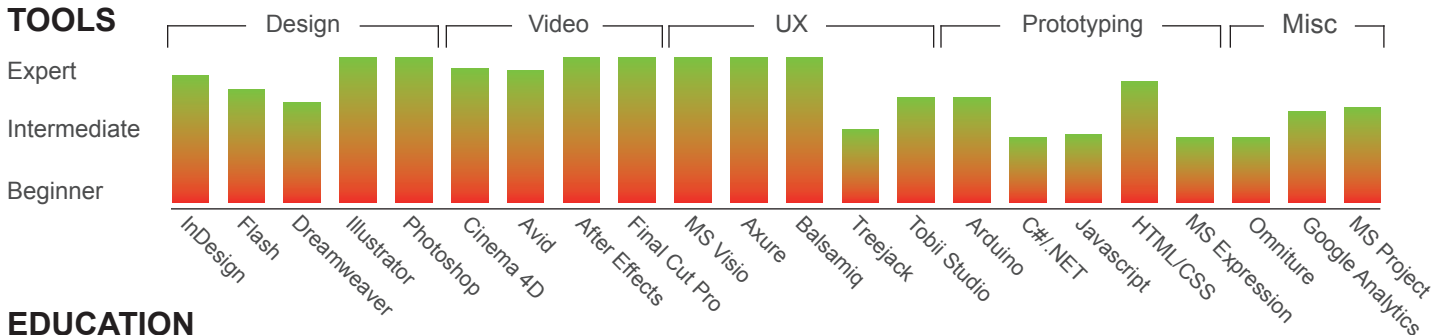
Edited regional and national broadcast advertisements. Also line produced ads including sourcing graphic elements, auditioning talent, coordinating graphics and animation, directing VO talent, etc.

Senior User Experience Designer: Industrial Wisdom, 2010 – 2011

 (Staff position; entered as Consultant)

Led and participated in UX strategy and design for enterprise ecommerce websites. Acted as a consultant to clients at all levels of the design process. Generated business and functional requirements based on user research. Created use cases, flows, wireframes, prototypes, metrics and quality assurance. Facilitated client-facing design presentations.

TOOLS



EDUCATION

- Master's Degree: Media Studies, New School For Social Research
- Bachelor's Degree: Philosophy, Lewis & Clark College
- Certificate: Web Developer, Red Rocks Community College (in progress)

NON-DEGREE GRADUATE EDUCATION

- "User Interface Design" Department of Computer Science, Massachusetts Institute of Technology (MIT) – online
- "Managing Innovation" Sloan School of Management, Massachusetts Institute of Technology (MIT) – online
- "Digital and Social Systems" Department of Computer Science, University of Colorado – Boulder
- "Investigative Journalism" Department of Journalism, University of Wisconsin – Madison