

ZACHERY SUTTON

SENIOR PRODUCT DESIGNER

EXPERIENCE

Senior Product Designer | Mozilla

2021–Present, Atlanta, GA

- Lead designer for two agile product teams: Mozilla Monitor and an innovation incubator workgroup
- Created data driven and emotionally impactful designs for people experiencing online harassment
- Led the redesign of our existing Monitor experience, which led to 61.87% increase in sign ups
- Launched a paid subscription tier that surpassed its monthly subscription goals in its first week
- Ran cross-functional meetings and collaboration sessions with PM, UXC, UXR, and engineering

Senior UX/UI Designer | VMware

2017–2021, Atlanta, Georgia

- Supported agile product teams across the company; used design thinking to identify customer pain points and delivered designs that solve customer problems and met business goals
- Crafted wireframes, developed prototypes, led UX research, and conceptualized high-fidelity visual designs
- Collaborated with developers and engineers to ensure a seamless transition from design to production
- Led website redesign on an international team, which reduced bounce rate from 70% to 30%, and increased time on site by 150%
- Started my time here at Airwatch, which was acquired by VMWare in 2019; helped ensure a smooth transition during this time and better processes for my design peers
- Developed the VMware design system and implemented design frameworks and processes to uplevel the team

CONTACT

zach@zacherydesigns.com

404.242.1244

zacherydesigns.com

ABOUT ME

Passionate UX designer driven by data and guided by empathy, adept at simplifying intricate and emotionally resonant products into user-friendly experiences.

SKILLS

Design thinking, Collaboration, A/B testing, Communication, Information architecture, Wireframing, Workshops, Prototyping, Motion design, Responsive design, Design systems, Visual design, Critical thinking, User empathy, Active listening, Painting

SOFTWARE

Webflow

Figma

InVision

Miro

Adobe Creative Suite

AWARDS AND RECOGNITION

SCADDY Awards,

Finalist

2010

ING Marathon Poster Competition,

Second Place

2010

CONTINUING EDUCATION

Advanced Product Design, Dribbble

Accessible and Inclusive Design

Patterns, IDF

Storytelling, Rethink

AFFILIATIONS

American Institute of Graphic Arts

2009–present

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EXPERIENCE

UX/UI Designer | SAP Ariba

2014–2017, Alpharetta, Georgia

- Generate wireframes, prototypes, and high-fidelity mockups to illustrate design concepts and interactions effectively
- Develop user personas, user flows, and journey maps to inform and steer design decisions
- Collaborate with product managers, developers, and stakeholders to align design with project objectives and goals

Senior UX/UI Designer | Eastmont Group

2013–2014 Atlanta, Georgia

- Sole designer at a small, high-volume agency
- Worked directly with clients, led client meetings, managed design consultants
- Designed everything from wireframes and websites to logos and graphics for numerous clients, including Delta, Hartsfield-Jackson Atlanta International Airport, Arden's Garden, and Tyler Perry Studios

EDUCATION

Master of Arts, Graphic Design

Savannah College of Art and Design (SCAD), 2013

Dean's List, 2009–2013

Internship at TBS/TNT

Bachelor of Arts, Art

Winston-Salem State University, 2008

Dean's List, 2006–2008

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