

# John Zavocki

Listening with empathy to design better user experiences

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## SKILLS

UX Tools

Axure

Omnigraffle

Sketch

Zeplin

InVision

Abstract

HTML/JS/CSS/jQuery/PHP

Flinto

Everything Adobe

UX Methods

Interviews

Site Maps

User Flows

Personas

Storyboarding

Usability Testing

Prototyping (Hi and Lo)

Collaborative Facilitator

UX Analytics

Site Catalyst (Adobe Analytics)

Hot Jar (Screen-recording)

Optimizely (A/B Testing)

Synthesio (Data Mining)

AirTable (User Friendly SQL)

Amplitude (Site Analytics)

Google Analytics

## SPEAKING ENGAGEMENTS

2018 Nerd Nite - San Diego

2013 Future Trends - LA

2011 Drupal Key Note - Yale

2010 - 11 Design 4 Drupal - MIT

## WORK EXPERIENCE

**UX Designer** Aug 2018 – Dec 2018 Remote

at 7 Cups

As their first UX Designer, I conducted user interviews, hosted surveys, deliver personas. Re-designed flagship app and marketing collateral. My homepage redesign created a +65 lift in engagement and conversion.

**Sr UX Designer** Mar 2014– Aug 2018 San Diego

for Thermo Fisher Scientific

Lead for e-commerce carts on thermofisher.com and fishersci.com with a daily net >\$8m. Designed SaaS cloud app for global bench scientists to collaborate in the lab. Reduced production costs from \$30k / 60 days to \$500 / 3 days by analyzing and unifying 358 disparate e-commerce tools. Mentored other designers.

**Innovation Forecast Manager** Jan 2015– Dec 2016 Remote

with Firmenich

As a consultant, lead global teams through best practices for trend hunting, social media engagement, and conversion. Met virtually with global teams to produce interactive reports of insights, findings, and recommendations.

**Sr Web Developer / Designer** Aug 2008– Aug 2014 NYC & San Diego

Mirum (JWT) | Bravo! @ NBC/Universal | Sony Music Entertainment

Engineered and committed production ready code within aggressive Agile and Waterfall deadlines. Designed and developed engaging front-end solutions that incorporated framework technologies and open source solutions. Mentored junior developers.

## EDUCATION

Academic

MFA, New York Academy of Art

BA, Allegheny College

Certificates

UXC, Nielsen Norman Group #1010694

[ux.zavocki.com/portfolio](http://ux.zavocki.com/portfolio)