

John Zavocki

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Career Success

Designed SaaS application for global bench scientists to upload lab notes into a digital, collaborative experience. My integration of e-commerce enabled product ordering from within ingested documents was seen by researchers as the primary reason for adopting the service. This feedback was instrumental in securing more than \$750k of internal funding for the project.

Reduced production costs by 98% by analyzing and unifying 358 disparate e-commerce tools across thermofisher.com. By designing a strategy to bring production in-house, a Selection Guide build went from 4-6 weeks to 3-4 days.

Co-creator of The Sensorium, the annual, marketing installation for Firmenich B2B sales. By pairing a sensorial, interactive experience with product concepts, we increased client's ability to sample 91% more goods before anosmia thereby increasing sales, dramatically.

Spoke on Programing Fluency at the LA Future Trends Symposium. Discussed the similarities between Painting and Hacking at Nerd Nite in San Diego.

Work Experience

Currently Contracting, NYC and Remote

Feb 2019 – Current

- **Lead UX Designer / Researcher - Wolters Kluwer, New York City**
- **Sr UX Designer - Edelman, New York City**
- **Lead UX Designer - Cushman & Wakefield, New York City**

Sr UX Designer / Developer - Thermo Fisher Scientific, San Diego

Mar 2014 – Aug 2018

Thermo is the world largest supplier of resources, instruments, and consumables for the bio-technology and scientific communities.

For our Selection Guides project, I reduced production costs from \$30k / 60 days to \$500 / 3 days by analyzing and unifying 358 disparate e-commerce tools across thermofisher.com.

As UX lead on a SaaS B2B cloud application, I designed an app to author, scrapbook, and ingest lab notes for global bench scientists. My addition of embedding e-commerce awareness within the app was the primary reason for adoption, according to users.

To gain a deeper understanding of our users, I developed a JavaScript library within Adobe AEM which pushed UX specific tracking data into Adobe Site-Catalyst to track User Effort Currency.

Education

Nielsen Norman Group — UX Certified License (#1010694)

New York Academy of Art — MFA, Painting

Allegheny College — BA, Fine Arts/Philosophy

Skills

UX Tools: Axure, Omnigraffle Sketch, Zeplin, InVision, Abstract, HTML-CSS-JS, 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

Portfolio

Work mentioned above can be reviewed at <https://ux.zavocki.com/portfolio>