

John Zavocki - Lead UX Product Designer

jmzvki@gmail.com | 917.972.1180 | ux.zavocki.com

Recent Work Experience

Principal Product Designer - Memorial Sloan Kettering Cancer Center, New York City

December 2020 - Present

- Partnered with cross-functional teams to craft and elevate multidimensional user experiences at scale.
- Led qualitative and quantitative user research sessions, workshops, and activities.
- Ensured products were intuitive and user-friendly for patients.
- Collaborated on quarterly roadmaps, balancing team capacity with product needs.
- Established page layouts, information hierarchies, and pattern libraries.
- Explored custom solutions, assessing their value against time and resources.
- Participated in interdisciplinary workshops to frame problems and convert outcomes into actionable plans.
- Applied a broad range of product design techniques, including sketching, prototyping, information architecture design, and interaction modeling.
- Communicated conceptual ideas and proposed design solutions both verbally and visually.

Service Platform – Electronic Health Record System:

- Collaborated with developers to design efficient implementations within Salesforce HealthCloud.
- Coordinated with project managers to review and expand the scope of Epic, Cadence, and various third-party tools.

Research Platform – MSK Extract Suite:

- Mentored junior designers to produce elegant, efficient, and economical designs.
- Integrated with UX Research to provide long-term studies and foster broad discovery.
- Designed dashboards and interfaces for query building, natural language processing, AI integration, data governance, data piping, and resource selection.

Research Platform – Digital Pathology:

- Collaborated with pathology and histology teams to research and develop intuitive tools.
- Enhanced specimen collection, part processing, and diagnosis identification processes.

Lead UX Designer - Wolters Kluwer, New York City

September 2019 - November 2020

- Utilized UX research methods to observe, assess, and iterate through design prototypes and research findings.
- Designed solutions to reduce option fatigue and user frustration while surfacing hard-to-find research functionality.
- Contributed to reimagining core resources by building relevancy models and testing them with current users.

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

Mar 2013 – Aug 2018

- Reduced production costs for the Selection Guides project from over \$30k and 60 days to less than \$500 and three days by unifying 358 disparate e-commerce tools across thermofisher.com.
- Designed e-commerce integration within a cloud application, allowing global bench scientists to incorporate product recommendations directly into uploaded lab notes, leading to 100% adoption.
- Developed a JavaScript library within Adobe AEM to push UX-specific tracking data into Adobe Site-Catalyst, enabling deeper analysis of user behavior through a "User Effort Currency" metric.

Recent Career Success

- Designed and rallied to move MSK Extract from a data-piping model to a cloud-based, project model. Doing so reduced frustration (-77, measured by reduction of bounce and abandonment rates) and increased adoption rates (+55%). MSK Extract is an internal, custom application for data ingestion, cleaning, and alignment.
- Bootstrapped and lead DigITs Design System initiative at MSK; produced an initial system extending IBM's Carbon.
- Closed a 5-year feature gap by bringing to market the Ovid Term Finder. For MeSH miners, this tool helps users access key information as they construct their search without having to leave the Advanced Search page.
- 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

Education

- **Nielsen Norman Group** — UX Certified License (#1010694) 2015
- **New York Academy of Art** — MFA, Painting 1994
- **Allegheny College** — BA, Fine Arts/Philosophy 1991

Skill Sets

Creative Visual Storytelling, Abstract Expressionism, Alignment Workshops, Design Think **UX** Identity Models, Analytics, Contextual Inquiry, Lean Canvas / Business Model Canvas tools ... **Design** Design Systems, Wire-framing, Interaction Design, Information Design, Lo-Fi Prototyping **Development** Design Patterns, Site Architecture, Information Design, Hi-Fi Prototyping **Healthcare** Salesforce HealthCloud, Epic, Cadence, Full Focus, CoPath, Visage

Fluent Toolkits

UX Design Freeform, Figma, AxurePro, OmnigrafflePro, Sketch, Zeplin, InVision, Abstract, HTML/JS prototypes, Miro **UX Analytics** HEAP, HotJar, Optimizely, User Zoom, Amplitude, AirTable, Dovetail **Front-End** Design Systems, HTML, CSS, JavaScript, D3.js, jQuery, AngularJS, Bootstrap, Cordova, CSS, SASS, LESS, BrowserStack **Back-End** Swift, SwiftUI, Objective-C, PHP, Python, MySQL, Xcode, IntelliJ IDEA, Vagrant, SSL, SSH, GIT **Linux/osX** VIM, BASH, server admin (Apache, Tomcat, Glassfish), HomeBrew, Node.JS Swift, / UI / Obj-C **Design** Adobe Creative Cloud (Photoshop, Illustrator, Flash) – But I have been using Serif's Affinity since 2018! **Project Management** Jira, Confluence, ActiveCollab, BaseCamp, Agile, AHA!, Rally, MS Office 360, Apple (Keynote, Numbers, Pages)

Links

[Online Portfolio](#) | [Use Case Example](#) | [Ovid Term Finder](#) | [LinkedIn](#)