

John Zavocki

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EXPERIENCE & IMPACT

Principal Product Designer

Memorial Sloan Kettering Cancer Center

New York City (Dec 2020 - Dec 2024)

- Led the experience design for oncology research software and was responsible for designing data curation/governance, diagnosis, and clinical dashboards.
- **Reduced frustration (-77%)** and **increased adoption (+65%)** for *MSK Extract*, an application to clean and manage data.
- **Drove engagement (+22%)** to achieve **100% adoption (+88%)** for proprietary *Digital Pathology app* - converting all scientists, even resisters

Lead UX Designer

Wolters Kluwer

New York City (Sep 2019 - Nov 2020)

- Led research and design efforts for the Health, Learning Research, and Practice (HLRP) division.
- **Launched OVID's Term Finder, closed a five-year, new-feature gap.**

Innovation Forecast Manager

Firmenich

Geneva, Paris / Remote (Jan 2015 - Dec 2016)

- Mentored a visionary global team responsible for enhancing data analysis with creative exploration for social media mining.
- Led remote workshops (3) and delivered interactive reports (14) containing actionable insights, trend analyses, and strategic recommendations.

Senior UX Designer / Developer

Thermo Fisher Scientific

San Diego (Mar 2013 - Aug 2018)

- Responsible for moving **\$8million per day** through checkout and showcase pages to fulfill sales on thermofisher.com
- **Unified 358** disparate e-commerce tools across web presences. **Reduced production costs (-98%)** by architecting an in-house solution.

EDUCATION

UX Certified License #1010694

Nielsen Norman Group

Masters of Fine Art

New York Academy of Art

Bachelors of Fine Arts

Allegheny College

CONTRIB

- **Google DevFest 2024**
Rensselaer Polytechnic Institute Speaker Track
Pair Programming with ChatGPT
- **Rensselaer Polytechnic Institute 2024**
Class on *Quantifying Intuition through Qualitative Testing*
- **Nerd Nite San Diego 2018**
Session on *Painting and Hacking*

HARD SKILLS

User Research, Experience Strategy, Information Architecture, Interaction Design, User Interface Design, Contextual Inquiry, Usability Testing, Graphic Design, Scenarios, Copywriting, Persona/Identity Model Construction, Interviewing, Surveys, Card Sorting, Participatory Design, Task Analysis, Rapid Prototyping, Content Analysis, Mapping (Affinity, Empathy, Journey, Road, User), Wireframing, Prototyping, Storyboarding, Task Flows, Heuristic Evaluation, Concept Modeling, HTML, CSS, JavaScript, Swift/Swift UI

SOFT SKILLS

- I'm an empathetic disrupter who can realize future unknowns, practically.
- I can reliably manage designers, escalate issues, and make tough decisions.
- I respond quickly to feedback and am not protective of my ideas.
- I blend programming and artistry, creating practical, engaging designs.
- My passion for co-creation empowers teams, fostering collaboration and bold ideas.