

# ZAIDA JOCSON

## PROFILE

I am an experienced UX design professional looking for a senior level UX/UI design position. I have a strong background in web and user experience design, including design for interactive experiences, mobile and responsive sites and apps, design for virtual reality, and web advertising. I have also worked in front-end development with proficiencies in HTML5, CSS3, and responsive design. In addition, I have experience in usability evaluation, accessibility compliance, and specification development.

## AWARDS AND RECOGNITION

- 2016 Webby Award honoree for Sharkopedia.
- 2015 Addy Award (Silver) Discovery Everest Tragedy Interactive Map.
- 2014 Webby Awards (Judge's and People's Choice) for Whale Wars: Blood and Water. This site also received an interactive Emmy nomination.
- 2014 Addy Award (Gold) for Whale Wars: Blood and Water
- Work has been featured in *Web Designer Magazine*, 2014 for Whale Wars: Blood and Water.
- Work has been featured in the book, "Becoming a Digital Designer" by design writers Steven Heller and David Womack.

## EXPERIENCE

### **Senior Interactive Designer • The Agency at Discovery Communications • Silver Spring, MD • Aug 2013 - Jan 2018**

Ideate, design and develop interactive experiences to promote television series, special event broadcasts, corporate initiatives, as well as innovation projects in emerging media such as virtual reality and sound interaction.

- Lead designer on various projects for Discovery Channel Digital Media, Animal Planet, TLC and Discovery Corporate, among others.
- Create user flows for various platforms including websites, mobile sites and apps, virtual reality experiences, and voice user interfaces (Alexa).

- Participate in creative collaboration process with the Agency Interactive team as well as client partners in other divisions.
- During the ideation process, create wireframes or interactive prototypes to demonstrate product in various forms of finish from simple flat wireframe to highly designed prototype.
- Extensive experience designing and developing for responsive/mobile experiences.
- Front-end development as part of the build team using emergent technologies to produce interactive experiences for modern browsers.
- Create presentation artwork including design and graphics for decks and proposed flows and user journeys.

**Design Director • Syscom Services (now Brightfind) • Silver Spring, MD • 2010-2013**

I led the web design process for large member-based associations and non-profits. This position involved the following duties:

- Met with clients during the discovery process, engage decision makers to discuss their organization, its membership, audience, and project goals.
- Participated in wire framing process to ensure user flows and layouts were optimized for users.
- Worked with client marketing staff and in-house designers to develop goals and parameters for the client organization's web and/or mobile presence.
- Executed design comps that met client goals and usability objectives, with consideration for managed content.
- Presented design comps to clients, discuss rationale behind design decisions, and probed for constructive feedback to make designs more effective.
- Participated in user focus groups when available to help form and validate design directions.
- Created user surveys to gauge current experience with a site and goals for interaction.
- Wrote proposals addressing specific requirements from RFPs.
- HTML, CSS, javascript production as necessary, following best practices for accessibility and search engine optimization.

### **Freelance Web Designer • 2004-2010**

As a freelancer, I designed countless websites for small non-profits, associations, political organizations and businesses. I performed a variety of duties for a variety of clients:

- Designed and art directed web sites which met clients' aesthetic and user interaction goals.
- Worked with client Marketing and Communications departments to produce interactive advertising and website graphics in line with client messaging goals.
- Worked proficiently with various content management systems to produce CSS-based layouts.
- Performed HTML and CSS troubleshooting to address browser compatibility issues.

### **Senior User Interface Designer • Proteus • Washington, DC • 2001-2006**

- Developed design concepts and produced many web projects of various sizes.
- Led design teams on web projects during the storyboarding, planning, design and production processes.
- Either developed or worked within existing branding schemes to optimize results, acting as online brand design lead for many clients, including Fortune 500 companies.
- Observed users during task analysis to inform usability decisions for more complex actions.
- Developed and iterated through wireframes and user flows to ensure user experience was fully thought out.
- Wrote or edited web site documentation such as test plans and requirements as required.

### **EDUCATION**

**George Washington University**, Washington, DC – B.A. in Art (Art History) 1995;  
Magna Cum Laude.

**George Washington University**, Washington, DC – Coursework in Interactive  
Multimedia and Web Design 1998-2000

### **SKILLS AND PROFICIENCIES**

Software and Technology: Sketch, Adobe Creative Suite, HTML5, CSS3, Git; Invision, Axure, UXPin, Omnigraffle, Framer.js (wireframing and prototyping); Atom, Coda,

Sublime Text (text editors). Experience working within build teams using the following technologies: React, Node, Grunt, Wordpress, Vagrant.

Demonstrated experience using applied typography, color theory and layout for online media; excellent workplace and client-oriented communication skills; usability and heuristics evaluation; storyboarding, prototyping, and wire framing; organizational ability.