

Zsa'Mae

Zsa'Mae Jones, MSTC
Principal UX Architect
Hello@Zsamae.com
[linkedin.com/in/zsamae](https://www.linkedin.com/in/zsamae) 

Florida A&M University - Bachelor of Science (B.S.), *Graphic Design* | 2007

Art Institute of Atlanta - Associate of Arts (A.A.), *Web Development & Interactive Media* | 2009

University of Texas at Austin - Masters of Science (MSTC), *Technology Commercialization* | 2019

Background

Dexterous User Experience practitioner with nearly fifteen years experience supporting enterprise organizations and startups. I've helped organizations solve problems through Human-centered Design Processes, Strategic Product Design and catalyzing fundamental UX practices. I'm also uniquely qualified to launch products and businesses into the marketplace through my new venture and commercialization competencies.

Foundational skills

Human-centered Product Design, Design Operations, Visual Design, Interaction Design, Information Architecture, User Research, Market Research, Front-End Development, Business Strategy, Product development, Idea generation and Risk Management

Efficiencies & Toolsets

- I am an avid listener, communication dynamo and enthusiastic teammate
 - I excel in critical thinking, research and synthesizing information
 - I do well in positions of leadership, management and the general organization of projects
 - UX Leadership, Design Thinking processes, Project Management & Design Systems building
 - Proficient in Adobe CC, Axure, Figma, Sketch and other UX tools
-

Experience

UX Consultant/ Freelance - Various Companies, 2008-present

HiCanYu | *UX Director (Startup)*

Charles Schwab | *Lead UX Consultant (Schwab.com)*

Visa | *Design Lead (Visa Cloud, Visa Enrollment Manager, Visa Ready)*

AT&T | *Information Architect (OPUS Mobile)*

UPS | *UX Consultant (UPS MyChoice)*

GE Capital | *Interaction Designer (LinkedIn, PayPal, Amazon, Wal-Mart, Old Navy, Lowes)*

AT&T / Yellow Pages | *Web Developer*

I've worked on various projects integrated with agile principles and business strategy. I'm often tasked with creating B2B/consumer-facing solutions. Each problem requires a different solution but my process typically follows this baseline in no specific order:

- Accurately triaging projects, framing issues (technical/business) dialoging strategy/outcomes
- Communication facilitation with all stakeholders (UXR, PMs, Marketing, Content, Legal, etc.)
- Advocating for Users at every phase of the project through data and business cases
- Implementing project management functions (deadline/bug tracking, roadmaps, stand-ups, etc.)
- Diagnosing and auditing systems for asset health (Content Inventories, Sitemaps, Taxonomies)
- Facilitating idea and brainstorming discovery sessions with all parties, fostering collaboration

- Bringing those ideas to life immediately for feedback from the business, users and design peers
- UX evangelization, fostering relationships with business and dev organizations
- Building Design Systems or reusable components/patterns for scale and maintenance
- Validating all design features through testing, KPI's and budgets
- Shipping high quality design assets and documentation (Artifacts, Flows, Reqs, journeys, etc.)

PayPal | UX Team *Lead UX*, 2021- 2023

- Lead/ mentor designers and product partners on collaboration, UX best practices, data driven problem solving, complex PayPal processes and UX reviews
- Develop and maintain cross functional partnerships with company wide UX designers, researchers, content and PMs across all PayPal's brands with an inclusive stance that promotes trust and transparency
- Design with curiosity and customer obsession as I evaluate PayPal's E2E experiences with atomic measures and a holistic approach (Lo-Fi, Hi-Fi, Prototypes, Design Systems W/ Figma)
- Manage highly functional team's ability to utilize design productivity and communication tools. Create processes, frameworks, rubrics and integrations that foster efficiency in a designers daily work life
- *Multiple* PayPal Spot Award and peer recognition awards winner

ADP | *Senior User Experience Designer*, 2015 – 2016

- Educated internal organizations on UX processes while demonstrating value through research, testing, data and customer voice while working cross functionally across teams
- Collaborated and facilitated business requirements gathering processes which were translated into principles and best practices for ADP's WorkForce Now
- Facilitated workshops for users, clients and peers with the objective of identifying the User's Journey throughout ADP's suite of applications and internal teams (Service Design)
- Lead discussion, implemented and designed enterprise search for WFN, which increased Payroll Practitioners work flow viability over fifty percent

Travelport | *Senior Interaction Designer*, 2013 – 2014

- Worked with external teams and third party organizations to implement and integrate SaaS applications that support Travelport's knowledge management systems, ultimately improving customer satisfaction and Net Promoter scores
- Designed and prototyped mobile, responsive and desktop application interactions based on internal and external feedback for customer facing products
- Worked with cross functional teams to develop wireframes, diagrams, workflows, user scenarios and visual mockups in an agile environment
- Executed a project that transformed greenscreen/terminal screens into modern interfaces that would allow the application to be quickly adopted by various users without a learning curve, ultimately increasing Travelport's ability to acquire more clients through ease of use

The Home Depot | *Front End Developer*, 2010 -2011

- Created micro-sites and executed proof of concepts for assorted business initiatives Participated in successful launch of HD.com's newly launched WebSphere platform
- Executed front end code for Black Friday, special events and third party API's which generated over a billion dollars in revenue for The Home Depot (Google AdSense)
- Created, Implemented, tested site performance KPIs against business intelligence and analytics in preparation for Home Depot's WCS7 platform upgrade Developed optimization strategies site performance initiative
- Prepared and deployed hd.com's homepage for a tablet based viewing experience Performed quality assurance test and standard execution of HTML, CSS, JS chunks in a team environment utilizing SVN

More experience available at request