

Zsa'Mae

Zsa'Mae Jones, MSTC
Principal UX Architect
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Florida A&M University - Bachelor of Science (B.S.), *Graphic Design*

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

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


Foundational skills

Human-centered Product Design, Design Operations, Visual Design, Interaction Design, Service 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, pen, paper and paper prototypes
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Experience

 **UX Lead, Present** | Supporting internal teams and external enterprise partners of Apple Inc.

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 evaluated 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

Freelance | (2008 - present)

HiCanYu (Startup) | *UX Director*, 2019 - 2020

Charles Schwab | *Lead UX Consultant* (Schwab.com), 2019

Visa | *Design Lead* (Visa Cloud, Visa Enrollment Manager, Visa Ready) 2017-2018

AT&T | *Information Architect* (OPUS Mobile) 2017

UPS | *UX Consultant* (UPS MyChoice) 2012

GE Capital | *Interaction Designer* (LinkedIn, PayPal, Amazon, Wal-Mart, Old Navy, Lowes) 2011

AT&T / Yellow Pages | *Web Developer*. 2008

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

Community service & other projects

- Founder, Zodiac Social, Party Game & Icebreaker activity
- President, Greater Austin Chapter FAMU National Alumni Association
- Google Conference Scholarship Recipient (Afro Tech)
- Founder, FAMU House (SXSW Unofficial Ancillary Event)
- Founder, Velvet Love Life (Dating Events & Seminars)
- Former Chair, Community Service - Austin Area Urban League Young Professionals
- UX Mentor, Trilogy Education Services