

CJ Zarback

UX/UI Designer | Prototyper | Gamer

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INDUSTRY EXPERIENCE

UX Design Instructional Assistant | General Assembly

San Francisco, CA, October 2019 - Present

- Assessed the quality of student's academic and professional performance, created action plans based on growth areas
- Facilitated a dynamic and collaborative classroom culture through hands-on group activities
- Mentored 25+ students by reinforcing design concepts and methods in the classroom
- Provided feedback on student projects and assessments

UX/UI Designer | Heroes Corner

San Francisco, CA, April 2019 - October 2019 | Client Project

- Redesign and implementation of a new website for a local business owner to increase search engine optimization, maintain workflow and effectively communicate remotely to all stakeholders
- Conduct research, design wireframes and create a website using a CMS

UX/UI Designer | MatchIt Gaming

San Francisco, CA, Dec 2018 | Client Project

- Independently designed the onboarding flow for a sports matchmaking app, effectively collaborated with the primary stakeholders and engineers based in SF Bay Area and India
- Researched matchmaking competitors and created a clickable prototype using mid-high fidelity wireframes during a 1-week sprint
- Received positive feedback from founders on design direction during daily presentations, successfully handed off design deliverables to the next designer staffing this project

UX Designer | Fin Tech Stealth Startup

San Francisco, CA, Oct - Nov 2018 | Client Project

- Collaborated closely within a 3-member design team to create the mobile account opening process for a digital-only Chinese Bank sent to launch in 2019
- Utilized Agile design method to deliver high fidelity wireframes and synthesized design research from the companies China-based research team
- Completed original project scope and handoff of design deliverables (hi-fi mockup, clickable prototype and synthesized research brief), included additional conceptual design OCR technology

Brand Designer | Gazeline

Chico, CA, May - Jun 2017 | Client Project

- Created logo and branding materials for an eye-tracking startup

SKILLS & TOOLS

Tech Skills: Sketch, Figma, InVision, Adobe Creative Suite, Zoom

Design Skills: Information architecture, User research, Interview, Affinity mapping, Heuristic evaluation, Competitive research, Usability testing, User research, Form design, Responsive web design, Wireframing, Mockups, Prototyping, User interface design, Vector graphics, Brand design, Mobile design, Product design, Interaction design, Collaboration, Visual design

PROFESSIONAL EXPERIENCE

Frontlines Associate I General Assembly

San Francisco, CA, Dec 2018 - Oct 2019

- Provide an individualized customer experience for ~200 people a day; including answering general questions, event registration and audio / visual support for events
- Lead event production for in-house events for public and private engagements in the SF design, data and engineering sectors
- Communicate across several internal teams via email, Slack and in-person communication to ensure excellent client service, streamline scheduling, and appropriately allocate resources

Supervisor/Baker I Cinfu Desserts

Chico, CA, Jun 2014 - Jan 2018

- Provided an excellent customer experience to 20-30 individuals per day
- Managed daily business operations, developed production schedules for inbound orders and oversaw onboarding and training of new employees
- Coordinated with business owner to optimize delivery schedule in greater Chico area

Team Member I Heroes Corner

Chico, CA, Jun 2017 - Jan 2018

- Utilized historic registration data to maximize attendance in scheduling / planning recurring monthly gaming tournaments
- Established lasting relationships within the community to iterate on in-house programming and promote events through word of mouth

EDUCATION

User Experience Design Certificate I General Assembly

San Francisco, CA, Sep 2018 - Nov 2018

- A 10-week long, full-time graduate-level accelerator focused on user research, testing methodologies, and design best practices
- Emphasis on Agile UX, rapid prototyping, and design studio best practices

AS in Multimedia Studies (Dual Degree) I Butte College

Oroville, CA, May 2015 - Aug 2018

- **Areas of focus:** Graphic Design, Multi Media Careers
- **Certificates:** 2D Animation and Game Design

AA in Social Behavioral Studies (Dual Degree) I Butte College

Oroville, CA, Mar 2012 - Aug 2015

Fun Facts: Magic community leader, Enjoys games of all kinds, Avid hiker and swimmer, Team player, Dog lover