

NICHOLAS C. ZEDLAR

User Experience Designer

Specializes in responsive interaction design for desktops, smartphones, tablets, kiosks and other touch-enabled hardware using:

- Usability studies and usability research (tests, surveys, personas, heuristics, interviews, metrics)
- Proof-of-concept sketches, user flows, wireframes, mockups, prototypes
- Style guides and design standards, help documentation, knowledge base articles, blogs
- Graphic design, visual design, interactive design (IxD), service design and creative direction
- Hypertext Markup Language (HTML), Cascading Style Sheets (CSS), basic JavaScript (JS)
- ADA Section 508 compliance, Web Content Accessibility Guidelines (WCAG) support
- Writing, editing, Finnish-to-English translation
- Microsoft SharePoint, Microsoft Office SharePoint Server (MOSS), SharePoint Designer
- Tools: Photoshop, Illustrator, InDesign, Dreamweaver, Axure RP, MS Office + Visio, Agile/Lean

Current Employment

February, 2003 – Present

UX Director at **Sinimuna Corporation** in Atlanta, Georgia, USA

Sinimuna provides the full spectrum UX design and corporate communications services to clients, such as the Centers for Disease Control and Prevention (public health), the U.S. Air Force (military), Polycom and Philips (electronics), Cox Communications (telecom) and Big Picture Casting (talent casting).

- Provide user experience (UX) creative direction, design and front-end development expertise
- Produce graphics, branding and marketing materials: ads, brochures, logos, letterhead, business cards, press releases, business plans and annual reports
- Write, proofread and edit help systems and documentation
- Tools: Axure, Sketch, Photoshop, Illustrator, MS Office + Visio, Dreamweaver, Acrobat

Recent Employment

May, 2017 – May, 2018

Senior Information Architect Supervisor at **United Parcel Service** in Alpharetta, Georgia, USA

Headquartered in Sandy Springs, Georgia, UPS is the world's largest package deliverer. With annual revenue of \$61 billion and 434,000 employees, it ships nearly 19 million packages and documents each business day to 10.3 million customers in 220 countries. UPS.com gets over 101 million tracking requests and four million visitors a day.

- Led creation of logical, easily navigable user experiences at UPS.com, including user interfaces, navigational rules, information organization, sitemaps and planning
- Served as the IxD SME for cross-functional (CF) teams to provide a consistent user experience via standard design methodologies, usability study analytics and website heuristics to design responsive, interactive, "mobile first" web apps

- Defined usability research need, sized scope, moderated and conducted customer interaction testing, and analyzed and documented the results
- Used best practices to conduct research to facilitate process improvements in conjunction with CF teams to update design standards and develop new technology prototypes
- Produced annotated wireframes, screen flows, mockups, prototypes and interaction concepts to communicate business-initiated design changes to the dev team
- Presented research-based design artifacts and impact studies evidence and UX guidelines for team review with the goal of procuring pre-dev consensus from project sponsors, application architects, BAs and others in the formation of, and alignment with, long-term strategic goals
- Provided resource estimates for the IA role to CF team to confirm support of project initiatives
- Partnered with Customer Technology and Marketing sponsors to transform product or app improvements into project definition documents supported by marketing and usability research
- Collaborated with CF teams to define business needs, use cases, project objectives and project scope regarding new app functionality and expected design impacts
- Tools: Axure, MS Office + Visio

March, 2010 – April, 2017

Senior/Lead UX Designer at **Macy's Technology** in Johns Creek, Georgia, USA

Macy's, with annual sales of nearly \$27.9 billion, 840 department stores and 167,000 employees, is America's largest department store by sales and sixteenth by revenue.

- Undertook user research/testing, usability testing/studies, personas, heuristics, interviews
- Led all UX activities for enterprise portal with over 524,000 hits a day by 67,000 users
- Ensured a uniformly branded, consistent experience across devices, including mobile and kiosks
- Created flow diagrams, wireframes, mockups, prototypes, stylesheets and graphical assets
- Redesigned UI through three SharePoint migrations/upgrades (SP2007 - SP2016/Office 365)
- Conducted usability studies and research and document results
- Wrote and maintained style guide and related articles, presentations and training materials
- Enforced UI standards and assist users across 12+ divisions, as well as third-party vendors
- Directed design of master pages, layouts and controls, such as sliders, tiles, tabs and accordions
- Took on custom SharePoint development projects, such as dashboards, virtual help desk, reports, inventory allocation, equipment requisitioning and performance review applications
- Software: Photoshop, Illustrator, Axure, MS Office + Visio, Dreamweaver

Occasional Employment

March, 2015 – Present

Verse Contributor at **Avanti Press** in Detroit, Michigan, USA (remote)

Detroit, Michigan-based Avanti Press, Inc., founded in 1980, creates and sells quirky and fun greeting cards through independent and retail outlets throughout the U.S., Canada, the UK and internationally. The company employs 45 and generates an estimated \$13.3 million annually.

- Write copy for dozens of greeting cards, usually humorous in nature, each month
- Tools: MS Office

Former Employment

- **UX Architect** at State Farm - **CONTRACT**
- **Comedy Writer** and **Graphic Artist** at Sketchworks
- **UI Designer** at AT&T Mobility - **CONTRACT**
- **Information Architect** at Coca-Cola - **CONTRACT**
- **UI Designer** at McKesson and Deloitte
- **Web Content Developer** at Delta Air Lines - **CONTRACT**
- **UI Engineer** at DataScan Technologies - **CONTRACT**
- **Communications/IT Specialist** for Various Clients
- **UX Director** at Sinimuna
- **Web Content Manager** at SunTrust Bank - **CONTRACT**
- **Web Developer** at BellSouth Business - **CONTRACT**
- **Web Developer** at STORIS Management Systems
- **Writer/Editor** at OnLoan.com
- **Lecturer** at the University of Tampere
- **Writer/Editor** for Interactive Magic - **CONTRACT**
- **Fire Control Technician** in the U.S. Navy Reserve

Education

- **Master of Social Science** in International Relations, University of Tampere
- **Fulbright Scholar**, Researcher, Tampere Peace Research Institute
- **Bachelor of Arts**, Global Affairs, University of Pittsburgh at Johnstown
- **Radio Broadcasting and Finnish Language Studies**, Lahti Folk College

Awards

- 2014 – **Everyday Magic Recognition** for “Bag Hunger” site redesign
- 2014 – **Make Magic Award** for HFA Enterprise Communications Tool
- 2013 – **Make Magic Award** for Stores My Macy's portal migration
- 2013 – **Everyday Magic Recognition** for Stores My Macy's portal migration
- 2012 – **Make Magic Award** for Portal Team Merchant homepage redesign
- 2011 – **Make Magic Award** for MST Leadership Performance Review Project

Contact

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