

Zach Vieth

Product Designer + Manager

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I seek to distill complex problems into simple solutions that bring a person's life more productivity and joy.

PROJECTS + EXPERIENCE

Product Designer

Reliant (dba MD Box) | San Francisco | 2021 - Current

- Managed design via a process of stakeholder engagement and research to release multiple consumer facing healthcare platforms, and improve charging speed in a bespoke electronic medical records platform.
- Integrated product management and design via roadmapping, sprint management, and crafting user stories.

Digital Product Designer - Contract

www.epochapp.com | San Francisco | 2020

- Led UX/UI design to create a dashboard and integrated chat for HR Admins managing workplace engagement. I achieved this remotely with a focus on the user and accessibility. Through interactive prototype testing, I reduced clicks and time on task for the top three primary features by 40%.
- Navigated ambiguity by designing research studies. I employed 1:1 interviews, surveys and remote prototype testing to find pivotal insights around user mental models. I conveyed this information to stakeholders through customer journey mapping, data visualization, and personas.

User Experience and Information Architecture Designer - Contract

www.sfbike.org | San Francisco | 2020

- Increased content visual accessibility using W3C guidelines and by streamlining the hierarchy of information, resulting in a 70% reduction in navigation pathways.
- Owned research process by seeking out a diverse group of unrepresented stakeholders. My research connected with over 200 survey respondents.

User Experience Content Creator

www.designxus.org | San Francisco | 2020

- Amplifying design voices by publishing interviews that explore inspiration and process in user centric solutions.

Design Instructor

UC Berkeley | San Francisco | 2016-2018

- Achieved a 98% approval via course surveys by implementing real world design assignments where students gave fresh thinking on industry problems.
- Taught design and technical engineering concepts via tailored lectures.

Urban Designer

SWA Group | San Francisco, Shanghai, Houston | 2010-2019

- Produced physical urban experience design for a global market while respecting indigenous traits by conducting physical environment usability studies.
- Managed agency design operations and onboarding by creating training courses, custom design tools, and wiki workflow documents. My solutions reduced employee onboarding time by 75%.

SKILLS

Product management
Digital product design
Architectural design
UX + UI
Service design
Customer experience
User research
Prototyping
Project management
Design operations
Remote collaboration

TOOLS

Jira, Asana, Trello, Airtable
Hand Sketching
Figma, Sketch, Adobe XD
Photoshop, Illustrator, Indesign
Slack, GSuite
Notion, Miro, Whimsical

VOLUNTEER AFFILIATIONS

SF Bike Coalition
SF-Marin Food Bank
SPUR Urban Collective
Urban Land Institute
Code for San Francisco

EDUCATION

UX/UI Design and Research
Focus on Human - Computer
Interaction; 480 hours of study
General Assembly 2020

B.S. Urban Design
Emphasis in Urban Ecology
with study abroad in Italy
University of Wisconsin 2008