

Zacharia Curtis

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WORK EXPERIENCE

UX/UI Product Designer | VoucherCodes

Sep 2023 - Current

- Led design for Loyalty, Growth and Discovery projects
- Led & documented entire UX research & strategy process
- Founded core platform wide Loyalty offerings
- Discovered solutions for increased user satisfaction, UA, CTR and more

UX/UI Product Designer | Wondr Medical

July 2022 - Sep 2023

- Led design for impactful, research driven projects & features from zero-to-one.
- Collaborated with product & engineering teams to coordinate goals.
- Drove strategic UX decisions within the organisation.
- Founded and maintained the Design system.
- Led company wide workshops to improve the platform experience.

UX Product Designer | Alphalake Ai

Aug 2021 - July 2022

- Led several projects, including research, from concept to product.
- Regularly strategised with upper management stakeholders.
- Communicated & QA'd often with engineering to align on designs.
- Led research sessions with clinical users to best understand needs.

SELECTED DESIGN PROJECTS

VoucherCodes Platform | ECommerce Savings Product

Sep 2023 - Current

Led several core projects within the VC platform including:

- Loyalty Hub, a core component to our new Loyalty Offerings
- Full Merchant Page redesign to improve User satisfaction, UA & several quant. metrics including CTR
- Platform wide rebranding

Wondr Platform | Interconnected Health Community

July 2022 - Sep 2023

Led several projects and important features within the Wondr platform including:

- Concept to product Video Calling in native mobile app and web.
- Patient facing clinical trials mobile platform app.
- Full core platform rebranding enabling a more fluid native & web experience.
- B2B client facing, data led engagement dashboard for desktop.

Alphabot-for-Teams | Clinical Assistant AI Chatbot

August 2021 - July 2022

Led the design process for a Clinical facing AI chatbot inside MS Teams with various research backed features.

- Led clinical research workshops to provide industry specific understanding.
- Created style guide aligned with Tailwind framework for fluid dev handoff.

TOOLS

Figma (Sketch + Xd)

Adobe Suite

Figjam (Invision + Miro)

SKILLS

Product Design

Concept to Product Development

User Research

Workshop Facilitation

Design Systems

Prototyping & Wireframing

Content Design

Responsive Design

CERTIFICATES

California Institute of the Arts

UX Design Specialisation

University of Michigan

User Experience Research & Design

IxDF

Design Patterns & Cognitive Sciences

Google

Fundamental & Advanced Analytics