

# ZEBAYESH LAMAK

## Experience Design | UX Strategy + Research + Design

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### EXPERIENCE

#### Project Manager and Research Lead, SCAD Pro x Zero-G (Sept 2023 - Nov 2023)

- Led a team of diverse, multi-disciplinary professionals in a project to redesign Zero G's flight suit for their commercial passengers, researchers and crew.
- Designed and conducted the primary data collection activities and synthesis process to develop the design criteria for each of the 3 different flight types.
- Designed the testing criteria and conducted usability testing of the muslin prototype.

#### Design Strategist and UX Designer, SCAD x SKTCS (Mar 2023 - May 2023)

- Facilitated a set of two diagnostic and co-creational workshops for the teachers, parents and board members of SKTCS, a K8 community school in Savannah.
- Designed a digital toolkit for the teachers and parents, curated with tools and practice to help them achieve their annual strategic goals.

#### Senior UX Designer, Moonraft Innovation Labs (Nov 2021 - Nov 2022)

- Spearheaded the user research, re-design and user testing of Dell's B2B sales portal to optimise the order placement and tracking process.
- Developed multiple project pitches (proof of concepts) for Moonraft's client acquisition team.

#### Lead Experience Designer, Infosys Ltd. (July 2019 - Nov 2021)

- Conducted field observations and user interviews to map a shopper's laptop buying journey in electronic retail shops.
- Led the prototype development and user testing of Intel IPOS's mobile web app.
- Co-headed the design team of IPOS (Intel's Intelligent In-Store Shopping Experience) for the development of wireframes, hi-fidelity prototypes and visual design.
- Built an original proof of concept for Intel's IPOS shopper and retailer application that won us the 2-year project.
- Facilitated workshops to align a diverse group of Intel's internal and external stakeholders on the product's vision to kick off product development.
- Earned the employee of the quarter award in FY20.

### SKILLS

Design Strategy, Design Thinking, Contextual Design Research, UX Design, UI Design, Service Design, User Interviews, Observation, User Needs Identification, Insights Gathering, Data Synthesis, Competitive Analysis, Business Design, Design Conceptualisation, Prototyping, User Testing, Storytelling, Data Visualisation, Infographics, Systems Mapping, Design Systems, Project Management, Group Facilitation, Sketching

### TOOLS

Figma, Atlas TI, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe XD, MS Office, Jira, Da Vinci Resolve, Adobe After Effects, Power BI, Rhino, Autodesk 360, Autodesk Sketch

### EDUCATION

- M.A Design Management, Savannah College of Art and Design (Graduated Mar 2024)  
Capstone Project: Designed and developed a collaborative process framework for non-profit organisations in Savannah, strategically aligning their missions and efforts to increase measurable impact on the community and decrease wastage of human efforts.
- B.Des Industrial Design, Symbiosis Institute of Design (Graduated May 2019)

### CERTIFICATIONS

- Design Research and Insight Translation, Lextant (2023)
- Strategic Design Program, RISD Center of Complexity (2019)

### COMMUNITY INVOLVEMENT

- Peer Tutor, Design Management, SCAD
- Vice President, SCAD Financial Investment Club
- Barista, Art's Cafe, SCAD - June 2023 - Mar 2024
- Design Team Head, MBYC (Community NGO)