

ZEBAYESH LAMAK

UX Strategist

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CORE SKILLS

USER RESEARCH | UX DESIGN | STORYTELLING | PROTOTYPE DEVELOPMENT

WORK EXPERIENCE

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

- Orchestrated a cross-functional team to reimagine Zero G's flight suit design for their commercial passengers, researchers and crew.
- Implemented mixed methods research methodologies, including user interviews and ethnographic observation to gather user requirements.
- Directed comprehensive usability testing protocols, encompassing wear testing, material evaluation, and colour preference analysis.

UX Lead, SCAD x SKTCS Mar 2023 - May 2023

- Conceptualized and executed diagnostic and co-creational stakeholder workshops for the teachers, parents and board members of a local community school in Savannah.
- Developed the information architecture, navigation and graphic user interface of a digital toolkit for the teachers, curated with tools and practices aimed to increase teacher efficiency by 20%.

Senior UX Designer, Moonraft Innovation Labs (A UST Company) Nov 2021 - Nov 2022

- Led the user research, data synthesis and re-design of Dell's B2B sales portal, reducing order processing time by 32%.
- Leveraged competitive analysis, opportunity mapping, and data visualization techniques to create multiple proofs of concept for Moonraft's client acquisition team.

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

- Mapped the buyer's journey in electronic retail shops through user research, including field observations, digital surveys, and interviews to identify pain points and user requirements.
 - Spearheaded prototype development and user testing for Intel IPOS's mobile & web application.
 - Co-led the design of low-fidelity wireframes and high-fidelity graphic user interface of IPOS (Intel's Intelligent In-Store Shopping Experience) - the AAA-compliant, responsive desktop application for shoppers and retailers.
 - Built an original proof of concept of the IPOS including application sitemap, customer journey maps and graphic user interface of the shopper 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.
 - Awarded *Employee of the Quarter* in FY20.
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TOOLS

Figma, Adobe Illustrator, Adobe Photoshop, Adobe XD, InVision, MS Office, Google Suite, Miro, Jira, Confluence, Da Vinci Resolve, Power BI, Google Analytics, Rhino, Sketch, Atlas.ti

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 organizations in Savannah, strategically aligning their missions and efforts to increase measurable impact on the community.
 - B.Des Product Design, Symbiosis Institute of Design Graduated May 2019
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VOLUNTEERING EXPERIENCE

- UX Designer, The Donovan's Venom Since July 2024
 - UX Researcher, KeelWorks Foundation June - August 2024
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CERTIFICATIONS

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