

Randall Ziman

UX Design, Research, & Leadership

Skilled professional with proven experience building products, developing teams, and promoting user-centered design.

Eager for opportunities to solve meaningful problems with elegant data-driven solutions.

Contact

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(916) 207-3317

Portfolio

www.randallziman.com

Skills

User-Centered Design

Personas, Journey Maps, User Stories, Heuristic Analysis

Wireframes & Prototypes

Sketch, Figma, InVision, Abstract, Adobe, Whimsical

User Research

Interviews, Surveys, Usability Testing, Intervention Testing

Analytics & Data Visualization

Mixpanel, Pendo, Tableau, Google Analytics, Firebase

Web Development Basics

HTML, CSS, JS, PHP, SQL

Project Management

Atlassian, G-Suite, Asana, Notion

Volunteering

YMCA Youth & Government

2006 - present

Baltimore Rock Opera Society

2012 - 2015

Professional Experience

UX Consultant

Zi-Tech Solutions (12/2020 - present)

Acquired, managed, and delivered on contracts for product consulting services including product strategy, business analysis, and UX design.

Designed workflows for acquiring content and tracking end-user experiences for the launch of Sensical (family-friendly streaming) on web, mobile, and TV.

Product Insights Manager / UX Designer

FormAssembly (5/2018 - 11/2020)

Identified challenges and proposed solutions for SaaS B2B product with 5K weekly active users contributing to 55% growth over 2 years (\$4M).

Evangelized, created, and led the Product Insights team to answer strategic business questions using quantitative and qualitative research methods.

Designed sophisticated interfaces for web application that securely collected, managed, and processed sensitive user data (including PII, PHI, and PCI).

Streamlined production of UX deliverables by standardizing legacy designs and introducing a comprehensive, atomic design system.

UX Designer

STARZ Entertainment (2/2017 - 2/2018)

Designed, researched, and documented new features for STARZ streaming apps that serve over 100K daily active users and generate \$80M in annual revenue.

Ensured effective implementation of designs across 8 unique platforms: web, Android, iOS, Roku, Apple TV, Fire TV, Samsung TV, and Xbox.

Accelerated current/future product development by creating user-centered design resources such as user stories, personas, and research protocols.

UX/UI Designer

BreakAway Games (5/2016 - 12/2016)

Designed medical training simulations with virtual patients and application interfaces for Standard Patient (the University of Southern California's 'serious game' for medical education).

Operations Manager for Youth Enrichment Services

Y of Central Maryland (8/2010 - 10/2015)

Launched Youth Enrichment department by successfully conducting user and market research, developing prototypes, managing a budget of \$140K, hiring/supervising staff of 70+, and continuously refining products.

Increased interest and aptitude in STEM for over 2K participants across 4 years by establishing and managing services with a total budget of \$550K.

Increased participation rates in Youth & Government program 20% by streamlining processes and reducing barriers for traditionally underserved students.

Education

MS Interactive Design and Information Architecture

University of Baltimore (2017)

Thesis: "Factors Affecting Seniors' Perceptions of Voice User Interfaces"; presented at 2018 ACM CHI Conference

BA Political Science

University of California Santa Barbara (2009)