

ZACH SELF

Sr. Product & Visual Design Lead

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CORE COMPETENCIES

- Product and UX design (B2B, SaaS)
- Human interaction and interface design
- User research and testing
- Agile methodology expert
- Visual design systems and branding
- Team leadership and mentorship
- Stakeholder communication
- Client-facing presenter

SOFTWARE TOOLS

Product Design:

Figma

Sketch

Adobe XD

UXPin

Adobe Creative Suite:

Photoshop

Illustrator

InDesign

Premiere

Collaboration:

Google Workspace

Microsoft 365

Development:

HTML

CSS

WordPress

EDUCATION

Bachelor of Arts in

Visual Communication

American InterContinental University,

Los Angeles



PROFILE

Senior Product Designer and Visual Design Leader with 12+ years of experience shaping intuitive, high-impact digital experiences for Fortune 500 enterprises and fast-growing tech firms. Adept at leading cross-functional teams, driving strategy, and executing end-to-end solutions that boost engagement, usability, and business outcomes. My expertise spans B2B SaaS, enterprise platforms, and brand systems, anchored in a passion for leadership, mentoring designers, scaling design systems that turn complexity into clarity.

RECENT EXPERIENCE

Microsoft

Senior UX/UI, Visual and Design Team Lead • September 2023 - May 2025

At Microsoft, I led the design team for commercial business across the Surface and Windows for business enterprise platforms. We launched several product pages that introduced AI capabilities—most notably Copilot—into the Windows 11 Pro operating system. Relying on Figma, our team owned end-to-end design, production, quality assessment, and maintenance from wireframing to high-fidelity prototypes and visual design.

- Increased Surface for Business site engagement and sales referrals by 10% (FY 2024–25).
- Contributed to a 19% increase in engagement and sales referrals for the Windows for Business web experience (FY 2024–25).

Sites supported: Windows for Business, Surface for Business, Microsoft+, and Copilot

Radiant Digital

Senior UX/UI and Design Team Lead • December 2022 - October 2023

Radiant Digital is a full-service design agency based in Virginia. Supporting their diverse roster of government and telecommunications clientele, I led a cross-functional team of six web and multimedia designers for several high-visibility web projects and SaaS platforms.

- User research and analysis, product conceptualization and design.
- End-to-end website production, from wireframes to staging.
- Led weekly skill sharing workshops to mentor team members in Figma-based production workflows.

Clients: Verizon, NBC Universal, Florida Commerce

Digitas

Associate Director, Experience Design • May 2022 - October 2022

During my time at Digitas, I oversaw design strategy and website production for Bank of America's *Better Money Habits* website. Working alongside a cross-functional team of project managers, editors, and business stakeholders, my responsibilities included directing a team of five designers to align product vision with business goals and technical requirements, as well as some hands-on design.

- Managed the creative team for the Better Money Habits website (bettermoneyhabits.com)
- Facilitated product discovery workshops, conducted user testing, and spearheaded stakeholder presentations.
- Delivered scalable UX solutions under tight deadlines across multiple deliverables.

Client: Bank of America

Publicis Sapient

Senior UX/UI Designer • July 2021 - April 2022

At Publicis Sapient, I helped lead UX strategy and interface design for financial clients, translating business requirements into elegant, user-centered solutions for complex design challenges.

- Conducted discovery workshops, landscape analysis and produced comprehensive wireframes and wire flows.
- Implemented solutions in Agile sprints.

Clients: US Bank, Comerica Bank

EXPERIENCE CONTINUED ...

CoreLogic

Lead UX and Visual Designer • November 2020 - June 2021

CoreLogic is a leading provider of property data and analytics for real estate, mortgage, and insurance industries. I partnered with them as lead UX and visual designer to lead the redesign of their corporate website, working closely with internal stakeholders to improve usability, develop brand standards, and support business objectives through research-driven design and modern UX strategy.

- Lead UX/UI designer for North American website redesign (launched in 2021).
- UX research, content strategy, and information architecture.
- Layout, wireframes, and polished high-fidelity website design.
- Corporate rebranding, design system curation, and documentation.

Velosys

Senior UX/UI Designer • February 2020 - November 2020

Velosys is a technology consultancy specializing in custom software solutions for financial services and investment platforms. I partnered with them as a senior visual and UX/UI designer to help launch a proprietary digital investment platform. My role included leading visual design, creating user flows and prototypes, and collaborating closely with developers to deliver an intuitive, high-performance fintech experience.

- Launched a new digital investment platform built on the Solana blockchain.
- Visual designer for Fortune 500 corporation and unique FinTech business application.
- UX research, wireframes, interface design, and prototyping.

Clients: PIMCO, Alpha Ledger

PIMCO

Senior Visual, UX/UI Designer • February 2019 - February 2020

PIMCO is a Fortune 500 global investment management firm specializing in active fixed-income strategies. I collaborated with their technology division as a senior visual and UX/UI designer to create proprietary trading floor applications. My contributions included designing intuitive interfaces, developing high-fidelity prototypes, and aligning complex financial workflows with user-centered design principles to support real-time decision-making.

- Lead visual, UX/UI designer for the technology division.
- Launched proprietary trade floor application in conjunction with the Bloomberg Terminal.
- Redesigned the company intranet, incorporating a comprehensive component library.
- Wireframes, interface design, and hi-fidelity prototypes.

Capital Group Private Client Services

Senior Graphic Designer, Multimedia Specialist • March 2013 - November 2017

Capital Group Private Client Services is the high-net-worth division of Capital Group, providing personalized investment management for individuals, families, and foundations. I served as the lead designer embedded within their digital marketing team, where I was responsible for developing brand-aligned collateral, web experiences, and data visualizations.

- Creative hub and lead designer integrated with the digital marketing team for Capital Group's \$25 billion ultra-high-net-worth division, driving innovative design solutions.
- Printed collateral and website design.
- Branding and visual design, ensuring brand consistency and visual impact.
- Data visualization and infographics for quarterly reports and social media.
- Event marketing collateral and presentation designs.
- Video production, direction, filming, and editing.
- Art direction and design director for in-house publication *Quarterly Insights*, overseeing design, production, and delivery reaching over 18,000 subscribers.



Professional references available upon request.