

Zachary Self

Lead UX Designer | Enterprise SaaS | B2B | AI Integration

Email: zac@zacharyself.com

Phone: (310) 696-8469

Location: Vancouver, WA • Remote

Summary

Award-winning Product Designer with 12+ years of experience delivering enterprise SaaS, fintech, B2B, and AI-powered products. Over 20 years of design industry experience, overall. Expert in end-to-end product design, from discovery and user research through interaction design, prototyping, and production. Experienced in building scalable design systems, simplifying complex workflows, and improving information architecture. Strong cross-functional partner with a track record of working with product, engineering, and executive stakeholders to deliver measurable business outcomes.

Core Skills

- AI-Powered Experiences
- Generative AI
- End-to-End Product Design
- Product Strategy
- Enterprise SaaS
- Enterprise Workflows
- Information Architecture
- Interaction Design
- Design Systems
- Design Tokens
- Prototyping
- Customer Experience (CX)
- User Research
- Cross-Functional Leadership
- Stakeholder Management

Core Domains

- AI-Powered Products
- Enterprise SaaS
- Fintech & Digital Assets
- Wealth Management & Treasury
- Media & Content Operations
- Enterprise Web Platforms
- Telecommunications

Education

Degree: Bachelor of Arts

Major: Visual Communication

School: American InterContinental University,
Los Angeles (2003)

[linkedin.com/in/zacharyself](https://www.linkedin.com/in/zacharyself)

www.zacharyself.com

Professional Experience

Microsoft • Creative Lead (Director) • April 2026 – July 2026

- Re-engaged to lead product design and creative execution for Microsoft's Commercial Business web ecosystem, partnering with product, engineering, marketing, and executive stakeholders to deliver enterprise experiences for Windows, Surface, and AI initiatives.
- Led end-to-end website design from discovery and user research through wireframes, prototyping, high-fidelity UI, and production delivery.
- Partnered with product, engineering, marketing, and executive stakeholders to define priorities, align requirements, and deliver high-quality enterprise experiences.
- Modernized design workflows by embedding AI-consumable specifications and quality standards into Copilot, increasing efficiency while improving design quality.

TMT Insights • Lead Product Experience Designer • August 2025 – April 2026

- Led end-to-end product design for FOCUS, an enterprise SaaS platform used by global media organizations to manage content rights, scheduling, and distribution workflows.
- Designed enterprise workflows that simplified complex operational processes, improved usability, and increased efficiency across customer-facing and internal products.
- Introduced AI-assisted design workflows using Figma Make and Claude, leveraging design tokens, automation, and reusable components to improve consistency, accelerate delivery, and strengthen design system governance.
- Integrated generative AI into research, ideation, prototyping, and documentation workflows, accelerating delivery while maintaining human oversight and design quality.
- Delivered an award-winning enterprise platform recognized as the 2026 NAB Show Product of the Year in the Media Supply Chain, Automation & Management category.

eBay • Product Designer (Live Auctions) • June 2025 to August 2025

- Led end-to-end product design for eBay Live Auctions, creating intuitive e-commerce experiences from early concepts through high-fidelity UI and prototypes.
- Partnered closely with product, engineering, and analytics teams to translate customer needs and business requirements into polished, scalable product experiences.
- Applied eBay's design system and advanced Figma prototyping to create consistent interaction patterns and maintain a high standard of visual and UX quality.

Microsoft • Senior UI/UX and Visual Design Team Lead • September 2023 – May 2025

- Led the Design Agility internal web team supporting end-to-end design of Microsoft's Windows and Surface for Business commercial web experiences.
- Balanced day-to-day hands-on design execution with leadership responsibilities across a multidisciplinary team structure.
- Led end-to-end product and website design across six enterprise business units supporting Windows and Surface commercial experiences.
- Integrated AI capabilities into Windows commercial initiatives.
- Elevated Surface for Business engagement by 10%.
- Facilitated a 19% increase in Windows for Business engagement.

Radiant Digital • Senior UX Designer • December 2022 – October 2023

- Led UX/UI design for complex telecommunications dashboards supporting Verizon.
- Conducted comprehensive discovery, research, interaction design, and component development using Figma.
- Partnered with engineering and executive stakeholders to deliver production-ready digital experiences.

Digitas • Associate Director, Experience Design • May 2022 – October 2022

- Led a design team of six creatives delivering high-impact digital experiences for Bank of America's "Better Money Habits" website.
- Served as lead presenter to clients and stakeholders, articulating design rationale, promoting collaboration, and guiding understanding across multiple launches.
- Conducted user testing through UserTesting.com, synthesized findings, and translated insights into actionable design recommendations.