

# DAVID ZUMINI

SENIOR UX / PRODUCT DESIGNER

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## ABOUT ME

Over a decade of UX design experience at agencies across diverse industries and product types has equipped me with a deep understanding of user needs. As a user of numerous tools myself, I bring a real-world perspective to products spanning project management, marketing, development, and more. I'm eager to leverage this combined expertise on a product team where I can deliver measurable results.

## TOOLS & SKILLS

- UX/UI Design
- Product Design
- Information Architecture
- Wireframing
- High-Fidelity Designs
- Design Systems
- Figma & Sketch
- Front-End Development
- HTML, CSS, & JS
- Conversion Optimization
- A/B Testing
- User Testing
- Google Analytics
- Google Tag Manager
- Highly Organized
- Team Management
- Project Management
- Business Development

## EDUCATION

2004 - 2008

### WHITWORTH UNIVERSITY

- BA in Marketing
- BA in Business Management
- Minor in Economics

## WORK EXPERIENCE

2018 - 2024

### UX LEAD & MANAGING PARTNER @ FOUNDRY 503 / RED BLIND MEDIA

- Owned and delivered all UX/UI projects using Sketch & Figma.
- Managed on-site optimization initiatives (A/B testing, UX audits) to improve user experience.
- Created and implemented impactful strategies to enhance client websites and products.
- Managed dozens of website development projects, with expertise in HTML, CSS, and JS.
- Fostered seamless project management and cultivated strong client relationships.
- Contributed to business development efforts, resulting in ~\$2.5 million in revenue.

2016 - 2018

### DIRECTOR OF UX @ ANSIRA

*Ansira acquired Sq1 in late 2015*

- Established and led a team of UX Specialists and Sr. UX Specialists.
- Spearheaded all UX/CRO projects, ensuring exceptional results for clients.
- Directly managed ongoing testing & optimization efforts to maximize client performance.
- Collaborated effectively with clients and internal teams to achieve project goals.
- Conducted performance reviews for team members, guiding their professional development.
- Developed new business opportunities worth millions in revenue.

2013 - 2016

### UX SPECIALIST @ SQ1

- Developed information architecture plans, wireframes, and mockups to optimize user flows.
- Conducted ongoing UX audits, identifying areas for improvement through data analysis.
- Utilized A/B testing tools (VWO & Optimizely) to iterate and optimize website performance.
- Developed landing pages and website updates for a seamless user experience.
- Employed analytics tools (Google Analytics) and user research tools (Hotjar & User Testing) to gather insights and guide design decisions.
- Represented UX & CRO across internal teams at a growing agency, fostering collaboration and driving strategic initiatives.