

Zach Lulavy

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As a UX professional, I'm curious about user reactions to features, content, and styles. My expertise allows me to integrate UX design and research into product lifecycles, identifying areas for improvement. I have the ability to scope many initiatives, from quick design iterations and user testing, to long-term KPI measurement. I'm motivated to create exceptional user experiences through research initiatives and universally accessible design.

Experience

Bottle Rocket Studios

April 2022 – May 2023

UX Researcher

- Successfully implemented unmoderated research strategies and participant recruitment methods, resulting in a 50% cost reduction and faster project turnaround times
- Created large scale research scopes for corporate clients at various stages of the development lifecycle
- Led and conducted a wide spectrum of user research and user testing sessions including moderated to unmoderated, benchmarking, competitive analysis, success measurement, and customer feedback
- Delivered user research including, long-term success/KPI measurement, evaluative and generative findings to stakeholders
- Collaborated with experience designers, project management, and cross-functional stakeholders to establish proper research strategy and methodology per project

UserZoom

January 2021 – January 2022

UX Design Researcher

- Conducted attitudinal and behavioral research initiatives across various verticals: hospitality, automotive, retail, CPG, and restaurants to name a few
- Developed and validated industry templates and screeners to streamline customer onboarding process
- Curated UserZoom case studies showcasing the platform's ability to integrate user research into a design team's design thinking process.
- Planned, maintained, and analyzed multi-method research studies, including card sorts, time out tests, click tests, surveys, usability testing, and think out loud sessions

Open Access Technology International (OATI)

July 2020 – January 2021

Customer Systems Analyst

- Effectively resolved technical issues for end-users by creating, managing, and closing all tickets in a timely manner
- Consulted with project teams and security officers to ensure best solutions for customers on quality assurance testing and technical training
- Tracked details of user issues to reveal opportunity spaces to improve OATI systems

Business Strategy:

Known languages:

Modern Hebrew and English

Areas of expertise:

- Product research:

Creating life cycles, research strategy, scoping projects, design strategy, user testing,

- Research-Operations:

Creating OKRs, KPIs and other metrics, iterative research, evaluative and generative research, sophisticated participant recruitment, implementing agile research methods, sprint projects, information visualization, content strategy, UX writing

- Research methods:

Unmoderated testing, cognitive walkthrough, card sorting, A/B testing, survey design, competitive testing, generative research, benchmarking, ethnographic research, interactive prototypes, fly-on-the-wall observations, heuristics, participant observations

-Analysis methods:

affinity diagramming, kano analysis, personas, journey mapping, content inventory & audit, kanban boards, prototyping, wireframing

Tools:

Google Suite, Adobe Creative Cloud, Figma, UserTesting, UserZoom, Miro, Mural, Otter.io, Trello, Miro, Sketch, Axure, Zeplin, Invision, HTML5, CSS, SPSS Statistical software, Microsoft Office Suites

UX Projects

SafePoint, 2023

Founder / UX Designer & Researcher

- **Solution:** a mobile web app, notifying emergency services and event management of the user's GPS location, facilitating tailored assistance by prompting location-specific questions. Ideal for situations from mountain rescue to event support, it optimizes response preparedness
- **Tools:** Moderated research sessions, Figma, GitHub

CoachLink, 2023

Founder / UX Designer & Researcher

- **Solution:** Pioneered a gig economy app tailored for ski and snowboard coaches, optimizing their opportunities and enhancing their professional journey
- **Tools:** Surveys, Figma, GitHub

SnowSwaps, 2022

Founder / UX Designer & Researcher

- **Solution:** Streamlined digital solution for ski and snowboard clubs, facilitating gear swapping and breaking down the barrier to entry
- **Tools:** Utilized unmoderated research methods for comprehensive competitive analysis

Safe Resell, 2020

UX Designer / Strategist

- **Solution:** Directed UX research and design for early business formation, focusing on credibility, clarity, and trust
- **Tools:** Moderated research sessions, Figma

GenEqty, 2019

UX Design Researcher

- **Solution:** Developed a strategy and prototyped a native app for GenEQTY, a business banking solution.
- **Tools:** Adobe XD, questionnaires, contextual inquiries, directed storytelling, affinity diagramming, remote user testing

Education

Prime Digital Academy– Minneapolis, MN

February 2020

- Accelerated UX Design program providing hands-on experience with local non-profits and small businesses

University of North Dakota– Grand Forks, ND

May 2019

- Major: Anthropology, BA – Minor: Sociology
- *Emphasis:* Middle Eastern Studies & Modern Hebrew

Community Involvement

Prime Digital Academy:

Cohort Mentor

- Ivanhoe 18-week cohort, Oct 2021- Feb 2022
- Hillcrest 16-week cohort, Oct 2022 – Feb 2023

Mock Client

- SnowSwaps 4-week engagement, 2022
- CoachLink 4-week engagement, 2023
- SafePoint 4-week engagement, 2023

Jewish Family & Children Services (JFCS) Next Gen:

I serve as a Board Member for a program focused on inspiring the next generation to foster community engagement and social responsibility. I oversee and organize social and volunteer events.

Blizzard Ski and Snowboard School:

Program Director

I lead recreational activities for children, emphasizing fundamental skill development through dynamic and gamified lesson plans designed for a fun and safe learning environment.

G-team Snowboarding:

Head Coach

I focus on the holistic athletic development of young athletes, emphasizing both on-hill and off-hill training, while cultivating a cohesive team culture in partnership with athletes and their families.

Certifications:

American Red Cross:

- First Aid, CPR

American Association of Snowboard Instruction (AASI):

- Snowboard Instructor level 1
- Snowboard Instructor level 2
- Snowboard Instructor level 3

United States Ski and Snowboard Association (USSA):

- Snowboard Coach level 100