



Zach Geist

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About

Digital experience and human centered design leader with over 15 years experience in Healthcare, Pharma, Apps, Product, and Devices. Experienced in growing digital teams and agile design processes across digital products. Expert of all UX design practices, including user research, qualitative and quantitative data insight analysis, information architecture, design systems, wireframes, UI design, prototyping, KPIs, and analytics. Driving force of DesignOps across 20+ clients and 200+ digital projects. Lead the creation of multiple award winning digital experiences. A passion for creating simple and useful experiences that improve people's lives.

Experience

SVP, Director of User Experience **Havas Life** March 2023 - Present

- Built and manage a team of UX design experts across 20+ different client brands
- Manage relationships with key stakeholders to merge the goals of the business with the needs of the user
- Create and implement high-quality digital experiences with impactful results for over 200 projects
- Conducted user research and testing across multiple clients, informing high-value and actionable insights
- Develop and manage design systems internally and externally for consistency and quality
- Implement processes for Lean and Agile workflows
- Integrate qualitative and quantitative data to inform design and business decisions

VP, Director of User Experience **Havas Life New York** April 2022 - March 2023

- Successfully implemented strategies and processes to create an integrated UX team
- Created UX and Design standards for CMS systems, including: Adobe Experience Manager, Wordpress, Magnolia, Veeva CLM
- Developed industry leading, accessible design standards
- Supported the market launch of five major products successfully

VP, User Experience **Havas Life Metro** March 2020 - April 2022

- Created UX process and deliverable standards as the first executive UX design lead at the agency
- Integrated UX and human-centered design standards across the agency and clients
- Worked across 15+ clients/therapeutic areas simultaneously
- Created and evolved standards for prototyping leading to elevated digital deliverables and processes
- Created synergies across UX, UI, SEO, Data, and Development teams

Lead UX Designer **Concentric Health Experience** April 2019 - March 2020

- Managed and lead a team of digital designers supporting 12+ agency brands
- Created solutions backed by data and human-centered design standards
- Collaborated with subject matter experts and key stakeholders to deliver on KPIs
- Create experiences for hundreds of tactics across channels, including Veeva CLM, Websites, Apps, AR, Games, AEM, and more
- Successfully merged the needs of the users and the goals of the clients

UX Strategist **Concentric Health Experience** Sept 2016 - April 2019

- Expertly functioned as a hybrid role between UX and Content Strategy
- Utilized human-centered research principles such as field research, user testing, and surveys to uncover solutions to complex problems
- Delivered content frameworks matched to user journeys to created high value experiences
- Successfully supported projects within web, apps, device, CMS, AR, voice, and gamification

Digital Studio Artist **Concentric Health Experience** July 2014 - Sept 2016

Graphic Design Manager **East West Connection** May 2008 - July 2014

Skills

Craft

- User Research
- User Testing
- Data Analysis
- Lean UX
- Agile
- Sitemaps
- Content Strategy
- Wireframes
- UI Design
- Product Design
- Prototypes

Management

- DesignOps Manager
- Team Builder
- Business Conscious
- Process Management
- Innovative Thinker
- Visionary

Technology

- Figma
- Chat GPT
- Midjourney
- Adobe Firefly
- Adobe Creative Suite
- Office Suite
- Google Suite
- Omnigraffle
- AEM
- Wordpress
- HTML/CSS
- Javascript
- Google Analytics
- Adobe Analytics
- Hotjar

Education

Nielson Norman Group 2023

Certification in UX Management

General Assembly 2015

Certification in UX Design

Fairleigh Dickinson University 2008

Bachelor of Arts in Graphic Design and Electronic Filmmaking (Dual major)
Concentration: Graphics and Live Action Production