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# Jeff Zimmerman

Brooklyn, NY (and remotely)  
610 704 9659  
jeff.zimmerman@mac.com  
**jeffzimmermandesign.com**

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## About

UX designer with a **proven track record of building compelling experiences anchored in rich brand stories** that resonate with users and drive results. **Distills complex problems into manageable pieces** before weaving them back together into unified solutions that meet business goals.

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## Skills at a Glance

### UX Design Skills

Information Architecture  
Product Design and Development  
Competition and Market Analyses  
Human-Centered UX Design  
User Personas and Journeys  
User Research and Usability Testing  
Wireframes and Prototyping

### Related Expertise

Lead International Teams Remotely  
Cross-Functional Team Collaboration  
Design Systems Documentation and Style Guides  
Story-Driven Presentations  
Agile-Based Workflows  
Stakeholder Management  
Budget Management

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## UX Design Experience

### UX Designer for Zephyr with CareerFoundry from April 2023–Present

Applied the human-centered design process and mobile-first approach to design a responsive web app for water activity enthusiasts to check the weather and plan safe excursions on the water

**Proved viability of subscription model** through interviews, affinity mapping, and competitor analysis

**Prototyped and tested flagship features as mid-fidelity wireframes** through user interviews

**Articulated user needs and goals** through personas and journey maps

**Synthesized prototype testing** through affinity mapping and rainbow spreadsheets

**Evaluated information architecture** with card sorting, user interviews, and A/B testing

Additional tools included **Figma, OptimalSort, UsabilityHub, and good old pen-and-paper**

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## Professional Experience

### Principal and Creative Director at Zimmerman Design from October 2009–Present

Engaged with organizations and agencies to build, influence, and reimagine their brands through strategic storytelling. Projects and results for key clients included:

#### Bank of America Merrill Lynch

**Established in-house agency's New York design office** to better serve investment bankers

**Expanded relationship with key Senior Vice President, Marketing** to fund 3 additional design, production, and traffic consultants over 2 years

Restructured highly visible Global Trading Guide to **provide more user functionality**; success in first year resulted in **20% budget increase to \$150K**

**Mentored talent** including visual designers, UX designers, developers, and photographers

#### DIRECTV and AT&T Entertainment

**Analyzed and synthesized conversion and performance marketing data** to evaluate new customer outreach strategies and tailor planning

#### Guardian Life

**Partnered with UX design team to unify digital and print experience** for *The Guardian Annual*

#### Toniq

Curated visual assets to **test brand perceptions**

**Developed scripts** for focus group testing

**Synthesized results** of stakeholder interviews, focus groups, and quantitative research

#### Loeb.NYC and Loeb Enterprises

**Oversaw creative direction and led design team for 4 months** during Creative Director's leave

**Developed, extended, and/or activated visual identity experiences** for 3 subsidiary companies

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**Professional Experience, continued**

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Principal and Creative Director at Zimmerman Design, continued

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**Sullivan**

**Crafted a targeted 3600-square-foot digital conference experience in just 6 weeks** to raise advisor interest in Merrill Lynch One platform

**Overhauled information architecture and visual design for highly visible Merrill Lynch research reporting** published more than 300 times per day

Transformed concepts for Barnes & Noble and Cornell Tech to **full visual systems in under 4 weeks each, including written guidelines**

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**Human Rights Watch**

**Spearheaded effort to humanize campaigns** after key donor focus group expressed the organization felt too institutional and corporate

**Overhauled and modernized annual report, a flagship in the organization's communications campaign** sent to 1000s of major donors

**Developed and activated modern and versatile visual identity system** for Voices for Justice annual galas presented digitally and held in 26 locations worldwide

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**Creative Director at Skillsoft** from August 2019–November 2020 with additional part- and full-time consulting beginning in 2016

Key responsibilities and accomplishments included:

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**Led 8-week conversion of a 5000-attendee in-person conference to a digital, worldwide experience** in response to COVID-19

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Together with marketing leadership, **activated new 2020 brand experience in compressed 6-week timeline** through COVID-19

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Coordinated with branding agency to **establish visual execution standards and brand governance** for new 2020 visual identity

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**Harmonized creative direction and verbal messaging** within new 2020 strategic direction as creative leader on content marketing team

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Partnered with executive and sales leadership to **craft narratives and visuals for 8 story-driven keynote experiences**

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**Coached graphic designers, video production designers, and digital creatives** across 3 worldwide locations

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**Art Director at FTI Consulting, Strategic Communications** from January 2005–October 2009

Key responsibilities and accomplishments included:

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**Promoted from Junior Designer to Art Director in under 24 months** and was most senior creative on the east coast for 3 years

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**Enabled Creative Director to establish west coast office** by demonstrating ability to work independently and manage multiple projects

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**Improved profitability by 15%** by establishing new processes and flows that identified and quantified out-of-scope work for timely billing

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**Helmed development of \$600,000 clean energy mobile exhibit** on condensed 8-week timeline while Creative Director was out of the country

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**Additional Clients**

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Animal Medical Center  
Barker  
Barnes & Noble  
Bespoke Arsenal  
Bionano  
Burger King  
Coca-Cola  
Cornell Tech  
Crown Castle

Decker Design  
Disney  
Dow Chemical  
Equibridge  
InterbrandHealth  
Jade and Jo  
Lean Cuisine  
Medtronic  
Merck

Miele  
Nestlé  
New York  
Blood Center  
Oncor  
Purina  
Remix Public Relations  
Restoration Hardware  
Russell Design

Sio Beauty  
SlimFast  
Strawberry Frog  
Steve Madden  
Tata  
Towers Watson  
Trinity Alps Capital  
UPS  
Vixjo Design

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**Education and Additional Technology Qualifications**

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**CareerFoundry**, UX Design  
**Rochester Institute of Technology Bachelor of Fine Arts**, summa cum laude  
**Graphic Design** with Communications minor

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Expert with Figma, OptimalSort, UsabilityHub, Marvel, Illustrator, Photoshop, InDesign, Acrobat, After Effects, Creative Cloud, and Excel  
Familiar with PowerPoint and Word