

Zak Ferris

2595 33rd Ave.

San Francisco, CA

(949) 280-6596

ZakDFerris@gmail.com

www.ZakFerrisDesign.com

Experience

April 2020 - Present

Salesforce, San Francisco - Director of Product Design

- Leading a dynamic and inclusive team of skilled product designers and leaders, that consistently deliver high-impact projects across a diverse skillset.
- Crafting visionary long-term and short-term commerce strategies and roadmaps across various verticals and teams, encompassing GenAI, Insights/Analytics, and storefront templates.
- Collaborating seamlessly across global teams and timelines, while prioritizing work-life balance for the entire team.
- Establishing, refining, and championing a unified design process that fosters inclusivity among Engineering, Product Management, and Research stakeholders.
- Harnessing the power of UX to establish clear success metrics and provide clarity to ambiguous requirements.
- Championing design thinking and sprint methodology to cultivate innovative ideas and elevate products beyond industry standards.

Jul 2018 - Apr 2020

Google, Mountain View - Interaction Designer

- Monetizing Google Maps, creating and shipping branded pins on all google map touch points
- Innovating commercial areas to provide more Monetization
- Optimizing Google Search Through Lead Gen.
- Helping Next Billion Users compare high consideration items on search.

Jul 2018 - Apr 2020

Westfield Labs, San Francisco - Senior UX Design Lead

- Leading and managing the Westfield malls venue experience and way-finding team.

December 2016 -November 2017

World Surf League, Los Angeles - Product Designer

- Designing the WSL broadcast across all media platforms Apple TV, iOS, Tizen, Android, Web. Tizen, Android, Web. Tizen, Android, Web.

January 2016 - May 2016

Kunai Consulting, Oakland - Contract Designer

- UX Design for Visa, HP and Cisco

April 2014 - November 2015

One Medical Group, San Francisco, - Senior UX Designer

- Working to help patients gain access to quality healthcare through their iOS devices.

April 2013 - April 2014

LiveCareer, San Francisco, - Lead UX Designer

- Managing LiveCareer's user experience team and integrating a design process throughout the organization, while successfully shipping multiple products.

February 2013 - April 2013

Lunar, San Francisco, - Contract Designer

- Worked on internal projects and revamped the Lunar website.

December 2011 - February 2013

Synata, San Francisco, - UX/UI Designer

- My time at Synata was spent making cloud search easier for enterprise companies. I designed the initial mobile app and website, helping Synata win the Launch Conference best B2B application award.

Education

Academy of Art, San Francisco

Bachelor of Fine Arts (BFA) Web Design + New Media

The School of Web Design + New Media prepares students for cutting-edge careers in experiential design and digital media. We teach an integrated approach to New Media that is based on four key fundamentals: Design Thinking, Visual Communication, Technology, and User Experience.