

NOAH ZACHLOD

User Experience & Product Design Leader

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CAREER OVERVIEW

Results-driven and accomplished user experience leader with extensive experience building, managing and mentoring world-class teams of talented designers. Expertise in establishing a shared vision across organizations by building consensus on priorities resulting in the design of accessible and trusted products. Experienced establishing collaborative partnerships between product design teams and engineers, product managers, analysts and user researchers. Mastery of user experience principles and skills including information architecture, interaction design, Web, Mobile, Tablet and Kiosk design, usability testing, content strategy and user centered visual design. Areas of Expertise include:

- Leadership and People Management
- Team Recruiting, Retention & Development
- Collaboration and Process Alignment
- Analytics and Data Driven Decisioning
- User Experience and Interaction Design
- Design Systems & Design Operations

WORK EXPERIENCE

SENIOR DIRECTOR OF PRODUCT DESIGN - Western Union / San Francisco, CA - **Mar 2012 – Dec 2020**

Established a digital presence for a 170-year-old company by defining a holistic customer experience strategy and building a user experience team to design a global suite of digital products.

- Delivered the complete product design for Western Union's transactional mobile applications, Web sites and Kiosks which are now available in around 200 countries and territories in 34 languages worldwide.
- Developed a global Design System including a style guide, pattern library, and UI kit to increase quality, time to market, reduce engineering resources and establish a consistent customer experience.
- Oversaw all phases of UX work including discovery, research, conceptual design, prototyping, detailed design, usability testing, and final implementation.
- Evangelized organizational culture of design to focus on the user needs and established product design methodology to reinforce the customer-first approach.
- From a product perspective, transformed Western Union's digital products into category-leading consumer experiences to increase market share and the global brand footprint within the digital space.
- From an organizational perspective, recruited and built a team of world-class user experience designers and specialists to support product requirements and improve the customer experience across all Western Union's digital products in addition to designing innovative next-generation experiences that are 2-3 years out.
- Created products exceeding expectations and enabling the Western Union's network of digital products to deploy innovative new ways to reach our customers, increasing transaction starts +5%, revenue +73% and Net Promoter Score +43% within the first year.
- Achieved and maintained digital transaction growth of +25% year over year since launch.

SENIOR MANAGER OF EXPERIENCE DESIGN - Offermatic / San Mateo, CA - **Jun 2011 – Mar 2012**

Managed interaction design, visual design, information architecture and end-to-end customer experience.

- Reviewed information architecture to ensure clear and straightforward paths for users to follow, identifying specific areas of friction that were streamlined using A/B testing with product partners, resulting in significantly increased conversion rates.
- Increased customer engagement and retention by proposing a gamification system that enabled users to earn points, gain levels and participate in events while earning rewards.
- As a proof of concept designed a loyalty program enabling local merchants to create campaigns to draw in new users and reward existing customers, from concept to launch in a single sprint.
- In addition to the user-facing product-led design of business sites that included dashboards to monitor performance and effectiveness of merchant campaigns.

USER EXPERIENCE AREA LEAD - eBay / San Jose, CA - Sept 2005 – Jun 2011

Served as area lead for checkout and payments, which processed more than 700M transactions annually.

- Applied three key design guidelines in creating transparent and well-designed products, including ensuring each page should have a clear purpose and add value to the experience, the design should feel so natural for users that it would require no learning and every element on the page should help users focus on completing that step of the flow, resulting in a redesigned eBay checkout that increased user satisfaction by 10% and a 17% improvement in ease of use making it eBay's top rated flow.
- Streamlined user experience by designing and implementing a guest checkout system for eBay's new users to buy a fixed price item without requiring them to register for an account.
- Launched an incentive redemption interface for eBay gift cards, coupons and gift certificates.
- Proposed, designed and brought to incubation a shopping cart system for eBay. Coordinated and led cross-organizational initiatives with PayPal, Bill Me Later and Microsoft (Bing).
- Managed project timelines and deliverables with global product managers and development teams in Germany, United Kingdom, Spain, Australia, India and across the United States.
- After successfully recreating eBay checkout, moved to the Shipping team and completely transformed the way shipping worked at eBay, ultimately enabling sellers to provide specific delivery dates upfront in their product listings by redesigning seller shipping tools and performing a complete overhaul of purchasing and printing shipping labels. Within a few months of launch, label printing doubled to more than \$1M per day and customer satisfaction skyrocketed.

ADDITIONAL PROFESSIONAL EXPERIENCE

SENIOR UI ARCHITECT – USER EXPERIENCE TEAM (CONTRACTOR)

Cisco Systems, Inc

MANAGEMENT CONSULTANT - INFORMATION TECHNOLOGY

Small Business Development Center – Technology Advisory Program

ASSISTANT VICE PRESIDENT - WEB DESIGN

Alliance Capital Management L.P.

LEAD WEB ENGINEER

Ziff Davis Events

WEBMASTER

Monster Cable Products, Inc.

EDUCATION

JOHN F. KENNEDY UNIVERSITY - CAMPBELL, CA - 1999

- Master of Arts - Management

SONOMA STATE UNIVERSITY - ROHNERT PARK, CA - 1996

- Bachelor of Arts - Communications & Mass Media
- Minor - Human Psychology