

# ZACHARY TASCHDJIAN

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## Profile

Designer, Researcher and Product Manager specializing in UX for machine learning and AI applications

## Core Beliefs

- Embrace simplicity; acknowledge complexity but don't be reductive...
- Stay curious; beauty is found in discovery...
- Be divergent; creativity happens at the intersections...
- Have courage; but don't be dogmatic...

## Capabilities & Outcomes

### DESIGN & USER RESEARCH

- Led and executed UX for multiple concurrent projects including user research, concepting, information architecture, interaction design, rapid prototyping and defining specifications.
- Deliverables included annotated wireframes, working prototypes, navigation schemas, content strategy, user task flows, personas and use scenarios
- Managed, mentored and provided creative direction to junior UX designers.
- Created and presented briefs synthesizing requirements and research into viable design solutions.
- Conducted user research studies using contextual inquiry methods including interviewing, affinity diagrams, generative card sorting, talk alouds and heuristic evaluations
- Designed and prototyped mobile (iOS, Android) apps, websites, cloud-based apps, desktop clients, scientific computing applications and a variety of other enterprise applications.

### PRODUCT MANAGEMENT & BUSINESS DEVELOPMENT

- Lead clients through the requirements gathering process using workshops and other techniques.
  - Wrote user stories and journey maps to communicate requirements.
  - Conducted market research by interviewing customers, prospects, researching industry trends, competitive analysis, SWOT
  - Worked with leadership and account teams to optimize utilization, pricing, expenditures and staffing.
  - Used analytics to determine current use profiles and identify areas of improvement.
  - Prioritized feature and content implementation into release plans based on business strategy.
  - Researched and drafted IBM's mobile go-to-market strategy for cloud-based services.
  - Created and patented IP for novel innovations in the course of creating new product offerings.
- Participated in business development by researching and analyzing customer pain points and creating working prototypes for proposed solutions, resulting in \$4.2 million of new business over one year.
- Functioned as technical sales consultant, demoing products and explaining features and functionality.

## Methods & Frameworks



Rapid  
Prototyping



Data  
Visualization



Scholarly  
Research



Design  
Thinking



Agile



Lean/  
SixSigma

## Selected Employment History

**Lead Interaction Designer: [General Electric Digital](#)** ..... 2014 - present

Managed the definition and design phases of the SDLC for software in a variety of industry verticals.

### VERTICAL: [Predictive Maintenance](#)

This product is an industrial IoT solution that uses machine learning to optimize assets and business processes. This creates value by enabling holistic, data-driven analysis of an asset resulting in reduced costs, improved lifespan, cost effective maintenance and better contract management. I acted as Product Manager for Assets leading requirements gathering and implementation. Additionally, I acted as Design Lead managing the creation of all UX deliverables.

### VERTICAL: [Aviation](#)

The product was a cloud-based big data environment with a visual analytics app for searching time-series data. It's used to find anomalies and analyze failures with the goal of preventing unplanned downtime. I managed the requirements gathering and design process, working closely with users and business stakeholders to understand market differentiators, competitive landscape and user pain points. The product streamlined our customers analysis process and saving years of analysis time.

### VERTICAL: [Manufacturing](#)

GE's manufacturing solution uses machine learning/AI to streamline manufacturing resulting in cost effective production, smarter maintenance and reduced waste. I led design from discovery and requirements gathering through UAT for the trending/analysis features of the application. This was a visualization heavy feature for viewing, comparing and overlaying time-series, event and semantic data.

**Managing Consultant: [IBM Interactive](#)** ..... 2012 - 2014

Managed and executed design for multiple clients in a consulting role. Responsibilities included creative direction, design and technical architecture. Projects included large-scale web and mobile software for B2B, B2C and internal applications. I led design teams in gathering requirements and creating IA, IxD and visual design deliverables. Successfully pitched new work worth \$4.2 million dollars in one year.

**Interaction Designer: [Razorfish](#)** ..... 2014

Interaction design and UX for a well-known consumer travel booking portal for a large airline client.

**Sr Information Architect: [Landmark Graphics](#)** ..... 2012

Led UX for DesignSpace software; a 3D scientific visualization tool for geoscience applications.

**Senior Consultant: [Industrial Wisdom](#)** ..... 2010 - 2011

Led UX strategy and design for enterprise ecommerce websites.

## Selected Tools



Sketch



Raspberry Pi



Axure



Adobe CS



d3.js



Python



HTML/CSS/  
Javascript

## Education

- MA: Media Studies, New School For Social Research
- BA: Philosophy, Lewis & Clark College