

Zach Dorsett

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Experience

Associate Product Manager | UX Designer, Mango Concept - NYC, NY Jan 2017 - Present

- Budget resources for the design, development, and maintenance of 20+ in-house and client-contracted websites and mobile apps, including The VNYL, Jane Restaurant, Hipercept, Hoodmark, and more.
- Utilize UX research for hospitality mobile app HoozeOn, designing and delivering wireframes, user stories, user journeys, and high fidelity mockups optimized for varying devices and interfaces, evaluating insights to define the reviews-focused MVP.
- Manage in-house product Matcha Bears, developing logo and packaging design, strategizing Kickstarter campaign, and organizing promotional marketing.

UX Design Intern, Mango Concept - NYC, NY June 2016 - Dec 2016

- Provided comprehensive analysis and heuristic evaluations of user interfaces for mobile apps and websites, followed by assisting the graphic design team in implementing necessary improvements for BeePopulate, Deedle, and Katheryn Winnick.
- Conducted research for a Karaoke virtual reality application in development, crafting personas, scenarios, wireframes, user flows, and prototypes as part of a user-centered iterative process.

Resident Researcher, Elsewhere - Brooklyn, NY May 2016 - Aug 2016

- Created an interactive data visualization of musicians, technologists, and other designers in the emerging arts and technology field for a newly developed venue in Brooklyn called Elsewhere, as part of their residency program.

Education

New York University - NYC, NY Jan 2017
M.S. Integrated Digital Media, GPA (3.75)

North Carolina State University - Raleigh, NC May 2015
B.A. English (Creative Writing)
B.A. Arts Studies (Film)

Skills

Software & Tools

- Sketch, Adobe Creative Suite, Axure RP, Invision, Marvel, POP, Zeplin, Unity3D, VR, Basecamp, Hootsuite, iWork, Microsoft Office

Scripting Languages

- HTML & CSS, C#, JavaScript, p5.js

Portfolio

<https://zachdorsett.com/>

Social

📷 @twoleggeddogg | 🐦 @twoleggeddogg