

ZACHARY GORT

Experience Architecture, Design & Strategy

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Senior User Experience & Visual Design:

- **Systems & Architecture**
 - Information Architecture · Design Systems · Component-Based Design · Modular UI · Headless CMS · Content Strategy · IA Workshop Facilitation · A.I. Workflow
 - **Product & Strategy**
 - 0–1 Product Design · UX Strategy · Product Ownership · Agile/Scrum · Cross-functional Collaboration · Stakeholder Management · Roadmap Planning
 - **Craft, Platforms & Tools**
 - Interaction Design · Visual Design · Mobile-First Design · Responsive Design · Prototyping · Wireframing · User Flows · ADA / Accessibility
 - Figma · Salesforce Commerce Cloud · Shopify · Contentful · Jira · iOS · B2B · B2C · E-commerce
 - Claude · Prompt-Engineering · LLM Prompt Design
 - **Leadership**
 - Team Lead · Mentorship · Creative Direction · Client-Facing Lead
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PROFESSIONAL EXPERIENCE

Wolfgang & Co Current *Outlook* *Heuristics for Human & A.I. Cognition*

A concept studio focused on craft, language, and human intent — as realized through a bespoke narrative-as-nodes engine. As a self-taught designer, developer, and autodidactic learner, I have been thinking about human solutions to computer problems, namely: how we communicate. My answer is The Sentence. ifimaybefrank.com, neverever.land, reasonably.cc

Phenom 02/2025–05/2025 *User Experience Strategist*

Owned the corporate web presence end-to-end — content strategy, product roadmap, third-party integrations, and live event infrastructure. Operated across Marketing, Sales, and Product; named operational silos nobody else had mapped. Contentful, Jira, digital content systems.

Publicis Sapient 04/2022–03/2023 *Senior User Experience Designer*

Embedded in BNY Mellon's digital transformation as interim Product Owner and primary client liaison — a role I wasn't hired for and became anyway. Architected user data models and flows across three Agile tracks. Centralized a sprawling product ecosystem into a modular, scalable design system.

Code & Theory 08/2021–04/2022 *Senior Interaction Designer*

Led UX and interaction design for TikTok For Business from 62 floors above Manhattan. Ran IA and headless CMS workshops. Moved from Senior Designer to ACD to Directly Responsible Individual on one of the fastest-growing advertising platforms in the world.

Elva Design Group 04/2021–08/2021 *Senior User Experience Designer*

Owned discovery through delivery for GNC's Shopify redesign — mobile-first, component-based, shipped in 12 weeks. Strategy and execution in the same hands.

HUGE Inc. 03/2021–04/2021 *Senior User Experience Designer*

Defined end-to-end UX and booking flow for Sentral Lifestyle Apartments. Brand activation strategy, competitive analysis, critical flows delivered under constrained conditions.

PFSWeb LiveArea 01/2020–02/2021 *Manager, UX*

Managed full-spectrum Salesforce Commerce Cloud builds across B2C and B2B clients. Ran the UX strategy and design function throughout project lifecycles. Conversion, post-sale re-engagement, design systems at platform scale.

FlightPath 08/2018–01/2020 *Senior User Experience Designer*

Managed full-spectrum builds across B2C and B2B clients serving Pharmaceutical, E-commerce: Merck, Goya, Charter. Ran the UX strategy and design function throughout project lifecycles.

Workarea 07/2017–09/2018 *Senior User Experience Designer*

Shaped a proprietary SaaS e-commerce platform through direct client relationships and data-informed iteration. No mockup theater — napkin sketches and real conversations with engineers until the thing was right.

O3 World 07/2016–06/2017 *User Experience Designer*

Lean UX for FinTech and iOS products in Fishtown. Whiteboards, wireframes, sprint cycles, shipped. Certified Scrum Master.

One Sixty Over Ninety 09/2014–07/2016 *Interaction Designer*

Full-service interaction design for .EDU clients — Comcast, Kent State, Philadelphia Eagles. Information architecture, prototyping, ADA compliance, client-facing creative lead. Long days, longer nights. This is where I learned what design culture could be.

TESTIMONIALS

“Zack has a deep connection to emotions, imagination, and sensitivity—the quintessential idealist. His depth of empathy allows him to give voice to human connections in a profound manner.”

– Christopher Bayle, ACD UX, Publicis Sapient

“Zack is one of the most talented, hard-working, and knowledgeable professionals I have worked with. He fosters strong communication and consistently delivers exceptional results.”

– Andrés Moros, MPS, Sr. UX Designer, Publicis Sapient