

Zach Cohen

User Experience Researcher & Designer | zach-cohen.com

My background and work experience are focused on how we build and interact with the systems around us. Through research and design, I am mindful of the entire lifecycle of a product and its business impact.

Experience

Bentley University User Experience Center

Research and Design Associate | 2021 – Present

- Commercial consulting with clients including: Boston Scientific, Ginkgo Bioworks, Philips Healthcare, ETS, and others.
- Developed and moderated usability tests and interviews for medical device FDA approval.
- Qualitative and quantitative data analysis, insight synthesis, presentation of findings and recommendations.
- Conducted accessibility audits of physical and digital products to improve WCAG compliance.

Integrate Inc.

Product Designer | 2019 – 2021

- Established a design system guild to guide best practices and overall progression.
- Partnered with product management to conduct discovery and define software features.
- Led design and product-informed strategy for several product development teams.
- Prototyped, user tested, and collaborated with engineering to implement and ship designs.
- Developed user research initiatives to improve integration of research into the product development process.

InEight

Interaction Designer (Contract) | 2018 – 2019

- Translated design vision established through research to update legacy product.
- Worked closely with product and development teams to add and refine product features.
- Led user experience optimization alongside key stakeholders and product management.

Nucleus Marketing Lab

User Researcher (Contract) | 2018 – 2018

- Helped recognize user behavior and re-frame product development goals through qualitative and quantitative research and analysis.

Education

Bentley University

M.S. – Human Factors in Information Design
(Forthcoming)

Designlab

Certificate - User Experience Design

Woodbury University

B.A. – Interdisciplinary Studies (Psychology and Interior Architecture Emphases)

Skills

Research: Data analysis • Persona & User journey
• Generative research • Usability testing • Card sorting • Tree testing • Contextual Inquiry • Ethnography • Surveys • Interviewing • Diary Study • Workshop facilitation • Statistical Analysis

Design: Interaction design • Wireframing • Prototyping • Interface design • Product strategy

Software and applications

Figma	HTML
Adobe XD	CSS
Dovetail	Survey Monkey
Qualtrics	Miro

Volunteer Experience

User Experience Graduate Association: VP of Strategy

Machine Learning in UX Meetup: Event writing, outreach, community building

Emergency Design Collective: Research for K-3 students learning at home during the pandemic

Topics of Interest

Healthcare/Personal Health	AI/ML
Accessibility	Bio/Data Ethics