



# Scott Zachau

Multidisciplinary Designer

[scottzachau.com](http://scottzachau.com)

[szachau@sva.edu](mailto:szachau@sva.edu)

(716)-289-6827

New York, NY

## Skills

### DESIGN

Service Design

UX/UI

Product Design

Interaction Design

Motion Design

Design Research

Illustration

### STRATEGY

Marketing

Advertising

Branding

Agile Management

Data Analysis + Modeling

Process Development

### TOOLS

Adobe XD

Adobe Illustrator

Adobe Photoshop

Adobe Lightroom

Adobe After Effects

Adobe Premiere Pro

Excel

Processing

Arduino Sketch

Html + CSS

Javascript

## Education

### SCHOOL OF VISUAL ARTS — MFA Interaction Design

New York, NY | May 2021 (expected)

- Winner - Strategic Innovation in Product/Service Design Case Competition 2019
- Finalist - Adobe Creative Jam 2019

### INDIANA UNIVERSITY — BAJ Advertising + Retail Merchandising Minor

Bloomington, IN | 2015

- Finalist - Kelley School of Business Macy's Case Competition 2011

## Work Experiences

### ATHLIOS — Design + Marketing Consultant | Los Angeles, CA | May 2017 - Current

Connected fitness cloud platform & O.S. Clients include Equinox, Woodway, and True.

- Oversee all UX/UI and marketing related projects.
- Led cross-discipline team of Olympic running coaches and developers on Woodway StrideLab project. Effectively visualized running efficiency data to help athletes combat fatigue. Launched Q2 2018 on Woodway Curve.
- Redesigned Woodway Curve UI. Resolved usability issues and integrated engaging micro-interactions. Launched Q1 2018.
- Defined AthliOS' brand DNA, positioning, identity and visual aesthetic.

### BURN 60 STUDIOS — Director of Marketing + Design | Los Angeles, CA | Feb 2016 - May 2019

Boutique fitness studio chain operating 2 locations in the greater LA area.

- Spearheaded design and implementation of Burn 60 Plus Project. Led research, ideation, designed treadmill/group training/trainer control UIs. Launched Q4 2018.
- Led design of Burn 60 Live treadmill UI and production of on-demand workouts. Built first MVP in 2 months and secured treadmill manufacturer partner. Expected launch Q1 2020.
- Designed build-measure-learn feedback model to test and improve new sales and promotional strategy. Averaged 13% YoY client growth and 12% YoY increase in attendance.
- Executed design of Facebook retargeting campaign and 15 step automated sales funnel, increased YoY intro offer traffic by 70% (120+ visits per month).
- Co-produced 11 workout videos for FabFitFun TV. Videos reach 600,000 FFFTV members, make up 65% of video plays in Bootcamp category, and 10% overall.
- Led major re-positioning initiative, introduced new brand strategy, redesigned website, graphic language and aesthetic.

### WAYBACK APPAREL — Founder + Head of Design | Miami, FL | Aug 2013 - Aug 2015

Custom apparel platform and marketplace for Fraternities and Sororities.

- Led design of web platform with 3 engineers, consisting of a personalized management dashboard and Etsy-style storefront.
- Successfully led fundraising efforts for the company, raising \$50,000 from investor Kottonzoo LLC. Generated \$25,000 in year 1 revenue. Recouped initial investment in year 2.