



Scott Zachau

Multidisciplinary Designer

scottzachau.com
password: Buffalo

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
Webflow
Excel
Processing
Arduino Sketch
HTML + CSS
Javascript

Education

SCHOOL OF VISUAL ARTS — MFA Interaction Design | New York, NY | May 2021 (expected)

- Winner - Strategic Innovation Case Competition, Ernst & Young 2019
- Winner - Interaction 20 Milan SVA IxD Ambassador Essay 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 Experience

BOSTON CONSULTING GROUP DIGITAL VENTURES — Strategic Design Intern | New York, NY | Jun - Aug 2020

Collaborated with a Canadian commercial real estate group on a 10-week innovation sprint to explore NewCo opportunities in the hyperlocal fulfillment and reverse logistics space.

- Synthesized insights from 17 retail executive interviews and visually mapped friction themes along the value chain, enabling common ground amongst team members.
- Led cross-discipline pod through day-long ideation session, generating four robust concepts.
- Facilitated 9 of 12 concept tests with retail executives to determine leading concepts' desirability and feasibility. Packaged insights for client presentation and collaborated with business pod to develop invalidation/validation cases.
- Collaborated with growth to translate value propositions into illustrations for market testing.

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

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

- Headed design of SORA, a commercial air quality display and safety sensor. Developed alpha build, website, and sales materials in 3 months, expected launch Q4 2020.
- Led cross-discipline team of Olympic running coaches and developers on Woodway Stride Lab 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 brand DNA and positioning in concert with biz dev, resulting in \$1.3m series A raise.

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.
- 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).
- 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 platform with 3 engineers, consisting of a personalized dashboard and 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.