

ZACK GINIES (he/him)
Senior Product Designer

I'm a passionate and dedicated designer with experience leading teams, peer mentorship and design advocacy. I have unique lived experience which I bring to every challenge I encounter. I'm fueled by learning, inspired by details, and excel on teams that value data & technology, diverse thought & experience, cross-functional collaboration, and of course, good design.

WORK EXPERIENCE

Electronic Arts (EA)

Experience Designer, 10/2019 - Present

Responsible for the creation and execution of design strategy as it relates to the EA developer experience, resulting in the design of a new developer portal.

Launched a successful redesign of a product documentation portal with a strong focus on user-centered design.

Creates and contributes to design systems and research workflows to establish consistency and promote a high level of standards across design and engineering teams.

Partners with multiple product and engineering teams to conceptualize and design new, or iterate on existing features, such as navigation, discoverability, first time use, and feedback mechanisms across a suite of internal tools.

Mentors cross-discipline as part of EA's mentoring program with a focus on career development and goal setting.

BrainStation

Associate Instructor - UX Design, 09/2021 - Present

Assists in the delivery of educational material relating to user experience design, including reviews of student work, constructive project feedback and 1:1 mentorship.

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CORE SKILLS

User research and design strategy
Information architecture
Prototyping and validation
Responsive and scalable UI design
Mentorship and community building

TOOLS & ADDITIONAL SKILLS

Figma, Sketch, Adobe XD & Miro
Optimal Workshop
HTML, CSS, Javascript
Remote collaboration

EDUCATION

BrainStation

Spring 2019

Diploma, User Experience Design

Georgian College

09/2005 – 04/2006

Diploma, Web Design & Development

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Format

UX Developer, 10/2014 - 01/2019

Responsible for setting UX best practices by working with both design and development teams, as well as responsible for ensuring creative vision was maintained throughout the process. Advocated for human-centered design by setting UX standards, methodologies and design systems.

Teehan + Lax

UX Developer, 11/2013 - 06/2014

Developer, 11/2008 - 05/2010

Created a new bundle tool for Bell Canada, a new admin interface for AirMiles and a full rebuild for Gelaskins.

Collaborated with designers, producers and engineers on innovation projects for clients like Google and Starbucks.

Grip Limited

Front-end Tech Lead, 01/2012 - 02/2013

Developer, 01/2011 - 01/2012

Led, supported and mentored a team of 6 developers with regular code reviews, lunch & learns and code pairing.

Built several digital experiences, including Facebook apps and responsive websites, for brands like KFC, Stella Artois and Kokanee.

CM3

UI Designer & Front-end Developer, 04/2006 - 03/2008

Designed and built websites for clients using Adobe Photoshop and Wordpress.

VOLUNTEER WORK

ADPList Design Mentor

02/2020 – Present

Provides guidance, support and industry insight to early career designers, as well as portfolio, resume and project critiques.

AIDS Committee of Toronto

05/2017 – 10/2019

Community health

Harm reduction & bar/club outreach

Pride Toronto

2014 – 2016

Community engagement

Street fair information

Bartending

INTERESTS

Video games

Livestreaming on Twitch

Karaoke

Photography

Baking

Cycling

Horror movies

Mindfulness and meditation