

CONTACT ME

 Based in Washington DC

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SKILLS SUMMARY

- Facilitation
- Empathy-Driven
- Creative Problem-Solving
- Project Management
- User Research
- Prototyping

CERTIFICATIONS

Interaction Design Foundation
- Design Thinking
- User Research

Cornell University
- Innovation Strategy

TOOLS

Figma, Sketch, Adobe XD, Fusion 360

VOLUNTEERING

Chess Coach 2019 - Present

Soccer Coach 2017 - 2019

Juvenile Court Committee 2015
- 2017

AWARDS RECEIVED

 Innovation Fellow at William and Mary (2017)

 Mahatma Gandhi Peace and Harmony Award (2015)

ZACH FERRY

RESEARCHER | FACILITATOR | DESIGNER

"To pour forth benefits for the common good is divine."
- Ben Franklin

WORK EXPERIENCE

Freelance Researcher and Designer

Jan 2021 - present

- Conduct user research such as interviews, usability tests, and card sorting to uncover users' needs
- Create journey maps and personas to frame ideation and communicate to developers
- Self-taught applications such as Figma to create wireframes and higher fidelity prototypes

Business Developer

Mar 2021 - present

- Conduct outreach to drive SaaS business goals

Member Experience Associate

WeWork | Jan 2020 - Nov 2020

- Conducted user research of WeWork members to identify pain points in the member experience
- Facilitated ideation sessions across NYC WeWork buildings
- Created three novel ways to understand member feedback across US WeWork locations

Client Manager

Tribe Innovation | Sept 2017 - Dec 2019

- Facilitated design thinking workshops to address client needs from discovery sessions to implementation
- Led workshops to train future design thinking facilitators and educate others in the design thinking process

EDUCATIONAL HISTORY

William and Mary

Bachelors in Government | Sept 2016 - Dec 2019

- Studied different government systems, game theory, and international relations
- Co-created the Innovation and Entrepreneurship minor in the Business school
- Founded a student innovation consultancy housed in the Ukrop Design Studio