

# CRAIG ZDANOWICZ

## CONTACT

919.491.2063

craigzdanowicz.com

zdanowicz@gmail.com

## EXPERTISE

Leadership

UX Strategy

UX Research

Team Scaling

Design Thinking

Design Systems

Web Accessibility

Enterprise Design

Design Workshops

User Centered Design

## TOOLS

Figma, Sketch, InVision,  
Miro, Jira, Confluence,  
Adobe Illustrator, Adobe  
Photoshop, Notion, Slack,  
MS Teams, Lucidchart,  
Airtable, Wrike, Workday

## PRODUCT CERTIFICATIONS

*Pragmatic Institute:*

- Foundations
- Focus
- Design
- Build
- Market
- Pragmatic Certified Product Manager

## CONFERENCES

Converge South 2013,  
WebVisions Chicago, World  
IA Day 2015, An Event Apart  
2015, An Event Apart 2017,  
Cucalorus Connect

## SOCIAL

### Twitter

@djbuffnstuff

### Medium

@craigzdanowicz

### LinkedIn

linkedin.com/in/zdanowicz

## EXPERIENCE

### Director, Experience Design | Rocket Companies

*Aug 2022 - Present*

- Oversaw design and 10-12 team members across 3 lines of businesses including Rocket Mortgage, Rocket Loans, and Rocket Solar
- Lead a design team consisting of defining and measuring design strategies that deliver value to our clients, achieve business outcomes and accelerate growth
- Champion creating a differentiated and competitive client experience by using storytelling and persuasion to connect strategy and vision to business-as-usual work
- Drive quality and user-centric experiences and guide the team to develop best practices
- Develop an emerging understanding of customer problems, broader organizational context and goals and take initiative in identifying problems and opportunities to improve the product
- Develop and measure key performance indicators that benchmark and track performance, and measure our solutions
- Hire and retain top user experience design talent by driving career development and performance and delivering regular feedback and coaching
- Collaborate iteratively to deliver highly innovative solutions
- Oversee and guide the team to work through roadblocks and collaborate with other teams

### Design Mentor | ADPList

*Aug 2022 - Present*

- Mentoring designers by sharing my experiences, advice, tips to navigate the industry landscape, and helping others achieve their goals
- Multiple Top Mentor of the Month awards
- ~1500 minutes of provided mentorship

### Senior Manager, Product Design | Compass

*Apr 2022 - Jun 2022*

- Drove cross-functional collaboration, ensuring that teams were well supported and equipped to have what they needed to design features
- Leading, growing, and advocating for designers
- Defined vision, established strategy, and led complex, high impact projects by driving innovation and supporting business goals
- Oversaw end-to-end customer experience across the platform
- Partnered closely with research, PMs, and Engineers across multiple teams
- Leveraged research and data insights to frame problems and drive decisions

### Manager, Product Design | nCino

*Jul 2018 - Apr 2022*

- Responsible for hiring and growth of the product design team
- Built and oversaw design process, ensuring proper structures are in place so design properly participates in the delivery of high quality product releases
- Trained and supervised the performance of designers
- Collaborated with internal stakeholders and dept leadership on strategy
- Created new roles within design - UX Strategist/Design System Team
- Acted as Scum Master for product design team

### Senior Product Designer | nCino

*Apr 2016 - Jul 2018*

- Collaborated with product managers, engineers, and other designers to identify problems and prioritize research opportunities
- Helped ensure a consistent and delightful user experience across the product by creating sketches, user flows, mockups, and prototypes
- Helped establish a set of best practices to incorporate design research into Agile development process

### Senior Interactive Designer | Saggezza

*Sep 2014 - Apr 2016*

- Responsible for the creation of wireframes based on requirements, then translated into finalized prototypes
- Helped the team create and follow standards and best practices
- Assisted with design mentorship and leadership of junior designers, wrote blog articles and led a UX Book Club for the company

## EDUCATION

### Masters, Interactive Media

*Elon University, 2014*

### B.A. Communication Studies

*University of North Carolina, Chapel Hill, 2009*