
SCOTT ZARESKI

— PRODUCT DESIGN

773 301 0415

scottzareski.design.com

scott.zareski@gmail.com

EXPERIENCE

Chicago Public Schools

Senior Digital Designer / UI/UX Designer (April 2020 - Present)

Crafting microsites, landing pages, various campaign collateral (print/digital), social media assets and logo designs based on client requirements and user feedback. Conceptualized and designed the 2020 ARA microsite and 2021 CPS Reopening site. Leading QA on all projects to ensure alignment to brand guidelines and UX standards.

IA Collaborative / Eli Lilly

Senior Digital Designer / Production Designer (Nov 2019 - April 2020)

Crafting production-ready iOS and Android mockups for an app that assists users in measuring their daily insulin levels. Modifying existing modules within the Design Library and creating new components based on user feedback. Performing QA on latest prototypes while making revisions based on new requirements. Redlining final designs for handoff.

Data Meaning

Senior UI/UX Designer / Marketing Designer (May 2017 - Nov 2019)

Designing BI dashboard interfaces and user experiences for both MicroStrategy and Tableau platforms. Crafting bi-weekly tech-related articles and social media content for both Facebook and LinkedIn. Redesigned company site with new brand identity and print collateral.

Fiverr

Senior UI/UX Designer / Marketing Designer (July 2015 - May 2017)

Designing interfaces and user experiences for desktop, iOS and mobile web while maintaining brand guidelines and striving daily to push design conceptually. Designing numerous online campaigns as well as creating digital assets for all brand social platforms.

FCB Global

Interaction Designer (Aug 2014 - July 2015)

Designing interfaces and user experiences on desktop, iOS, Android and mobile web for Discover Card. Creating various social media content for both Facebook and Twitter. Conceptualized and executed microsite for MFS Financial Services chosen by stakeholders and developed in-house.

PRO MEMBERSHIPS

American Institute of Graphic Arts

The Society of Typographic Arts

PROFICIENCIES

Adobe Creative Suite:

InDesign

Illustrator

Photoshop CC

Sketch

Figma

InVision

Balsamiq

Adobe Lightroom

Office 365

Photography

WORKING KNOWLEDGE

HTML / CSS

Logic Pro X

Dreamweaver

EDUCATION

Columbia College Chicago

Bachelor of Fine Arts, Graphic Design

4.00 GPA - Dean's List

Interests include illustration, playing piano, songwriting, typography and modern art.
