

# ZAIDA JOCSON

**LOCATION** Silver Spring, MD (DC metro) · Open to remote

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## SUMMARY

Digital experience leader with 15+ years across in-house leadership and agency practice. Built the University of Maryland's first design system — now on 50+ sites campus-wide — cutting delivery time 78% across a 40+ site portfolio. Deep experience on both sides of the client–agency relationship, with a current focus on AI-driven web experiences.

## EXPERIENCE

### **Director of UX · University of Maryland · College Park, MD · Jan 2023 – present**

- Built UMD's first design system with the UX/design team — interface inventory, component art direction, documentation, and executive and campus presentations — cutting delivery time 78% and design time 30%+
- UX and design lead for the umd.edu relaunch: owned the experience vision, analyzed survey and heat-map data, shaped content strategy with writers, and presented to executive stakeholders
- Design system now runs on 50+ sites campus-wide, released as a shared resource with no central mandate; governance owned for the 40+ sites in the Marketing & Communications portfolio
- Set UX, interaction design, and information architecture standards across UMD's flagship properties, using analytics and user research to prioritize improvements
- One of three leaders of the nine-person Web Services team; manage a direct report through weekly 1:1s, contribute to every performance review, and serve on interview panels for open roles
- Built WCAG 2.1 AA-aligned accessibility patterns into design system components, raising the baseline for every adopting site
- Leading AI-powered search exploration for umd.edu and AI-assisted workflows that assemble design-system-compliant pages from content briefs

### **Lead Designer · Interactive Strategies · Washington, DC · Feb 2022 – Dec 2022**

#### **Senior Web Designer · Feb 2018 – Feb 2022**

- Partnered with executive leadership and stakeholders to align digital strategy with organizational mission — assessing site performance, scoping engagements, and translating goals into deliverables
- Designed donation, membership, and conversion experiences for nonprofit and association clients, including the W3 Gold-winning aaauw.org
- Conducted UX research and analysis with digital strategists — site maps, user flows, wireframes, personas — and delivered visual design systems for responsive builds
- Served on interview panels for six open roles, including three designer positions

**Senior Interactive Designer · The Agency at Discovery Communications · Silver Spring, MD · Aug 2013 – Jan 2018**

Lead designer for interactive experiences promoting series, special-event broadcasts, and corporate initiatives across Discovery Channel Digital Media, Animal Planet, TLC, and Discovery Corporate — including emerging-media work in virtual reality and sound interaction.

- Created user flows, wireframes, and prototypes ranging from flat wireframes to highly designed motion prototypes — across websites, mobile sites and apps, virtual reality experiences, and voice interfaces (Alexa)
- Front-end development on the build team, using emergent technologies to produce interactive experiences for modern browsers

**Earlier Experience** — Interactive and web design roles at Syscom Services (now Brightfind) and Proteus, Washington, DC. Clients at Proteus included ExxonMobil and Wurlitzer Digital Jukeboxes.

**AWARDS AND RECOGNITION**

Webby Award, Judge's and People's Choice, and Gold Addy for *Whale Wars: Blood and Water* — also an interactive Emmy nomination and featured in *Web Designer Magazine*.

W3 Gold for aaauw.org · Webby honoree for *Sharkopedia* · Silver Addy for Discovery's *Everest Tragedy Interactive Map*.

Work featured in *Becoming a Digital Designer* by Steven Heller and David Womack.

**EDUCATION**

**George Washington University**, Washington, DC — B.A. in Art; additional coursework in Interactive Multimedia and Web Design

**SKILLS AND PROFICIENCIES**

**Design:** Figma (Design, Make, Slides), Adobe Creative Suite, Framer, Axure

**Web:** HTML/CSS, responsive front-end, Git/GitHub, Google Analytics; Craft, Sitecore, Drupal, WordPress

**AI:** Prototyping (Figma Make, Uizard); research synthesis (Claude, ChatGPT); agentic workflows (Claude Code) for design-system tooling and automated page production

**Accessibility:** WCAG 2.1 AA

**Collaboration:** Jira, Linear, Asana; design system governance, executive stakeholder communication