

WORK EXPERIENCE

Interaction Designer – Expedia Inc., Bellevue, WA

July 2014 - Present

- Led a re-envisioning of the patterns to be used in filtering scenarios across Expedia lines of business.
- Drove the formation of a v-team with research teams to develop a customer journey map that now governs all design work for Expedia Cars.
- Led design of the new Car Details experience E2E from concept to production.
- Drove design of the Real Time Reviews feature to surface aggregate review scores in the car selection flow.
- Led design process for new cross-selling experiences across various suites of products (Cars, Hotels, and AirAsia).
- Modernized Expedia's legacy checkout experience to a new, responsive design framework through a series of incremental improvements.
- Acted as Accessibility Champion for Expedia UX, driving a variety of educational initiatives around Universal Design, and led triage and coordination process to drive resolution of hundreds of accessibility bugs throughout the site.
- Rallied design teams to adopt 10% innovation time, resulting in multiple shipped product improvements.
- Used an array of tools (Html5, Sketch, Axure, etc) to develop prototypes for testing and iteration.

Interaction Design Intern – Expedia Inc., Bellevue, WA

Summer 2013 & Spring 2014

- Working with Expedia's toolkit and prototyping framework to iteratively create a responsive HTML/CSS prototype of the Flight checkout
- Drove 9 design and prototyping projects in the areas of Insurance, Checkout and Itineraries
- Prepared affinity diagram and consolidation plan for cross-sell patterns across the site
- Presented proposals to product owners to review and align designs with business objectives
- Participated in scrum process and worked with developers to adapt designs based on technical constraints

Lead UX Designer – WebLabUX Research Group, University of Washington *September 2012 - June 2014*

- Designed and developed prototypes for UX research tool WebLabUX
- Coordinated feature implementation with development teams and usability leads

Marketing & Outreach Chair – JConnect Board, Hillel UW

November 2011 - June 2013

- Developed and implemented strategic plans to grow JConnect community
- Researched and identified potential markets and approaches to meet their needs

Intern – Helix Biomedix, Inc.

January - April 2010

- Developed revamped company strategy plan based on consumer and industry research

Teaching Assistant (TA) – Universidad Simon Bolivar

January - May 2009

- Taught control systems laboratory
- Graded reports and taught control system theory and practice as well as software programming

EDUCATION

M.S. in Human-Centered Design and Engineering

University of Washington, Seattle, WA

Cumulative GPA: **3.9**

Graduated 2014

B.S. in Chemical Engineering

Universidad Simon Bolivar, Caracas, Venezuela

Cumulative GPA: **3.7**

Graduated 2009

Thesis Title: *Integrated Design of a Sulfitation Tower*

Published in the 2008 Venezuelan Chemistry Congress

RECENT ARTICLES PUBLISHED (<https://medium.com/@zulkarg>)

- "The Inter-Discipline Shift in Tech: A UX Perspective"
- "UX Design and Accessibility: My life means nothing without you"

RECENT CONFERENCES

- CSUN: Technology & Persons w/ Disabilities Conference, San Diego, CA *March 2016*
- An Event Apart “Accessible Design for Every Device”, Seattle, WA *March 2015*
- Smashing Magazine Conference, Whistler, BC *December 2014*

GRADUATE RESEARCH PROJECTS

- End-to-end UCD Process for The Hulk Automotive Security *April 2013 - June 2013*
- Usability Test Plan and Test Kit for Squarehub *January 2013 - March 2013*
- iCloud UX Redesign and Usability Studies *September 2012 - December 2012*
- Best Buy Mobile Application Redesign and Usability Studies *September 2012 - December 2012*

AWARDS

- 1st Place IEEE PCS Conference Student Poster Competition *June 2013*
- 3rd Place Annual STC Summit Student Poster Competition *May 2013*
- Nachshon Award for Leadership at JConnect Seattle *June 2012*

TOOLS

Sketch, HTML5, CSS, Javascript, jQuery, Bootstrap, Axure, Morae, Adobe Photoshop, Illustrator, InDesign, Wordpress. MATLAB, FEMLAB, PRO II, PolyMat. Microsoft Excel, Powerpoint and Word.

LANGUAGES - Fluent in English and Spanish