Zach Holloway

SENIOR UX DESIGNER / EXPERIENCE STRATEGY · RESEARCH · PRODUCT DESIGN

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SUMMARY

Ten years of UX across experience strategy, research, service design, and product design — most of it inside regulated organizations, where a design has to survive a compliance review as well as a user test. I work the full arc: discovery and research plans, information architecture, wireframes and high-fidelity design, prototyping, and usability testing, then the revisions that come out of watching people use it. **What I do that not every designer does is move between altitudes** — grounding the work in research, giving it shape through hands-on design, and connecting it to the executive decisions it has to survive.

EXPERIENCE

Freelance UX / Service Designer · Independent

Dec 2023 – Present

- Led the **Medicare Fee-for-Service CX strategy** for a medical device company's patient experience: a 12-week, five-phase engagement of stakeholder interviews and four working sessions that defined the CX vision and guiding principles, mapped the future-state service blueprint from provider referral through delivery, turned the gaps into an illustrated portfolio of touchpoint concepts, and prioritized them into a phased roadmap and executive socialization deck
- Shaped the same company's **Digital Front Door strategy** for patients and providers: an 8-week series of working sessions that turned 12 solution briefs into a 13-scene future-state journey, a weighted have / build / partner coverage matrix across existing platforms (CRM, EMR integration, vendors), and a gated capability roadmap tied to a five-year investment and return view for executives
- Built a **digital design process and companion playbook** for a global investment management firm's product, design, and IT teams: a five-stage, stage-gated process overview and a 65-page playbook with how-to guidance for 17 tools, refined through workshops I helped design and facilitate
- Embed inside client teams alongside product, engineering, and strategy leads, owning problem framing, research, workflows, and prototypes, with an AI-assisted process (Claude, Figma Make) to get from synthesis to a testable prototype faster

Experience Strategist · RxBenefits

Jun 2024 – Feb 2025

- Owned product design for a **0-to-1 member portal** in pharmacy benefits, carrying member journeys from discovery through information architecture, Figma wireframes, high-fidelity mockups, usability testing, and handoff inside a cross-functional quad
- Established the company's **first member research program in its 30-year history** — discovery with 19 members and current-state sessions with 13 internal teams — surfacing a foundational awareness gap that reshaped a roadmap of 18 prioritized concepts and produced the company's first member experience strategy. Facilitated ideation with 14 stakeholders and an experience-principles workshop with product leadership to turn divergent input into a direction the team could design against
- Designed and user-tested the onboarding flow end to end: member information verification, configurable communication preferences, a guided portal tour, and an in-product assistant
- Contributed to the company's **first design system**, defining and testing components with product and engineering, then maintaining it after launch so patterns held as the product surface grew

Experience Designer · Xcel Energy

Jun 2022 – Nov 2023

- Diagnosed through customer research that a data-targeting flaw, not messaging, drove low satisfaction with outage notifications reaching millions of customers; tightening the geographic targeting logic delivered a **22-point quarter-over-quarter improvement in customer satisfaction**

- Made the case for research over a pre-decided empathy-training program for field crews. Ride-alongs and service-center interviews showed the real constraint was tooling that forced crews to choose between restoring power and updating customer-facing restoration estimates — personas and service diagrams moved a skeptical senior leadership group toward fixing tools and process instead
- Designed the information architecture and platform requirements for **Xcel's first company-wide ESG metrics platform**, defining how data from distributed owners would be tracked, reconciled, and reported to executives; co-facilitated the 2-day cross-functional session that produced its user stories, prioritization, and three delivery workstreams with named data ownership
- Led research and personas on income-qualified electric access; the findings fed Xcel's year-end **regulatory filing that sustains energy-assistance funding**

Service Designer · Rêve Consulting

Jun 2019 – Jun 2022

- Led **50+ stakeholder interviews** and synthesis to redesign how a corporation operating in 70 countries requested, accessed, and used financial data analytics; our team's 9 personas, current-versus-desired gap analysis, and annotated wireframe fast-tracked the build
- Ran research and co-design with employees reporting Social Determinants of Health challenges at a national health insurer — work that led to enterprise policy changes including a living-wage increase, a food-security partnership, expanded daycare benefits, and pay-on-demand, and a **10–15% reduction in employees reporting those challenges**
- Designed workflows and service blueprints for regulated financial services and healthcare clients, scoping engagements and delivering to executive sponsors on agency timelines
- Mentored junior designers on live client work and led UX method workshops for every new hire, strategists and designers alike, building method skills the team applied across client industries

Web Experience Strategist · media junction

Sep 2015 – Feb 2019

- Owned content strategy, information architecture, and UX design end to end for B2B client website experiences at a digital marketing agency, working a rotating client roster in a waterfall model and holding web standards consistent with each client's brand system

SKILLS

RESEARCH

Research plans and study design · Discovery and generative research · In-depth interviews · Contextual inquiry and field research · Usability testing · Qualitative synthesis · Personas · Journey mapping · Service blueprinting · CSAT / NPS tracking

PRODUCT DESIGN

Information architecture · User flows · Wireframing · High-fidelity mockups · Prototyping · Desktop, mobile, and tablet · 0-to-1 product design · Onboarding and verification flows · Dense operational screens · Content strategy

STRATEGY

Current- and future-state mapping · Experience strategy · Concept prioritization and roadmap input · Workshop facilitation · Executive readouts · Systems-level design

DELIVERY

Design system contribution · Cross-functional quad teams · Agile and waterfall delivery · Mentoring and design review

TOOLS

Figma · Figma Make · Miro · Dovetail · UserTesting.com · UserZoom · Lookback · Dscout · Claude · HTML/CSS (working knowledge)

DOMAINS

Pharmacy benefits · Health insurance · Medical devices · Energy and utilities · Financial services and data analytics · ESG reporting · B2B web · Frontline workforce tooling

EDUCATION

BA, University of Northwestern — St. Paul, MN · UX Design Certification, Prime Digital Academy