



# ZANIAH RENNER

Full-Stack Product Designer

201-732-9767  
www.zaniahdesigns.com  
zaniahrenner@gmail.com

## PROFILE

Award winner senior creative with over 25 years of experience in the digital industry and 11 years dedicated to UX and UI. Support projects from ideation through implementation. Worked for industry names like: McGraw-Hill, Digitas, McCann Erickson, American Express, Pfizer, Comcast, Jet Blue, Delta Airlines, MAC Cosmetics, Wines from Spain, Grand Marnier, Absolut, AT&T, Pepsico & Frito-Lay.

## SKILLS

**Core:** UX, UI, IA, research, competitor analysis, interviews, observational studies, personas, task flows, scenarios, user journey, empathy mapping, sketching, wire-framing, content strategy, digital design, prototyping, W3c, SEO, accessibility, responsive design, Agile & Waterfall methodologies.

**Tools:** Photoshop, Indesign, Illustrator, Dreamweaver, Animate, Acrobat, XD, Visio, Sketch, Figma, HTML, CSS, JQuery, JavaScript, MacOS & Windows.

If you use a different prototyping tool, I would be happy to learn it.

**Language(s):** Spanish, French & Portuguese

## RECOGNITION

### 2019 AT&T Innovation Award

OCE - Online Capture Engine

### 2017 AT&T Fall Hackathon Winner

3rd Place — Intent Service Gateway

### 2017 AT&T Spring Hackathon Winner

1st Place — Digital Movie Poster

### 2016 AT&T Hackathon Winner

3rd Place — Angels of Science App

### 2015 AT&T Hackathon Winner

1st Place — Uverse Social App

### 2014 AT&T Hackathon Winner

3rd Place — URL Shortening Tool

## EXPERIENCE

### Pepsico

01/2022 — Present

#### It Sector Manager - UX Design

I lead teams of designers on shore & offshore for design & development of multiple Web and OS specific applications projects for consumer e-Commerce, multilingual BTB, BTC sites & industry specific BTB applications while working alongside with stakeholders and developers.

### Pepsico

11/2020 — 12/2021

#### Lead UX/UI Designer & Manager

I led the design for the user experience for Snacks to You migration to a new platform, while implementing the necessary improvements for alleviating the customers pain points identified from previous site user research. Completely modernized all flows from product search, ordering and checkout, and profile management, along with CSR management screens.

Led the entire design and supported the team during the implementation of the Snacks to You assistance app for the conversion of DSD customers and the adoption of brand new customers

### AT&T

08/2011 — 11/2020

#### Senior UX Engineer & Information Architect

I pioneered the implementation of user centered design methodology within autonomous & cross functional teams, creating processes that aligned the business requirements, design & content with its integration with the development cycles, while putting the user's needs first. I led the design for the user experience for The AT&T Synaptic Administrator (Cloud) Portal, Premier 3rd Party Software Online Store, AT&T Engage and AT&T Online Capture Engine.

### MAC Cosmetics

08//2010 — 08/2011

#### Senior Graphic Designer

The MAC cosmetics design studio located in Soho, supports their worldwide chain of stores for all of their design, advertising & promotional needs. During my time there I worked & supported multiple projects for new product launches, seasonal products campaigns, their MAC me over Magazine & Vegas Makeup Artist Convention. I designed large scale billboards, store props, signage, product brochures, event invitations, packaging, posters, cards, promotional items.

### DIGITAS, NY

09/2009 — 12/2009

#### Senior Production Design Artist

Created attractive designs and final release print files for magazines, news paper adds, mailers, business forms, brochures, and packaging for American Express, Comcast, Delta Airlines, Jet Blue, Michael Khors, AstraZeneca and Pfizer.

### Macmillan/McGraw-Hill, NY

11/2004 — 01/2009

#### Senior Graphic Designer/Manager

Designed creative & attractive products for the Educational Publishing K-6 market, aligned to Board of Ed education standards, targeted for teachers, parents & students. Collaborated with other designers, writers & editors, on site production artists & outside vendors through all phases of creative development & production of educational products such as teacher's guides and students grade books, leveled readers, ancillaries & consumables, workbooks, test books, manipulatives, teacher planners & online digital education resources.



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## RECOGNITION

### 2008 McGraw-Hill 2 Ace Awards

Silver — Innovation, & Teamwork & Performance

### 2007 McGraw-Hill Ace Award

Bronze — Team work and innovation.

### 2003 Book Binders Guild

We Believe Program k-6

## EXPERIENCE

Responsibilities included: art direction, design, sketching layouts & illustrations, hiring and directing illustrators, photographers, & finally on site press run supervision in US, Canada & Mexico.

Being the only Hispanic member of the design team I lead the design for the Spanish Reading series project Tesoros, aimed for the California adoption project.

### **McCann Erickson, NY**

03/2008 — 12/2008

#### Senior Graphic Production Artist

Work on site in the busy high volume & high pace production studio for the Verizon Account, creating designs for all of Verizon's advertising needs including web banners, magazine ads, weekly mailers publishing, billboards & store signage.

### **William H. Sadlier, NY**

11/2000 — 11/2004

#### Graphic Designer

Being brand new to educational publishing I brought fresh ideas and innovations, I was entrusted with the design of their flagship educational book series program called "We Believe". I designed the prototype, once approved replicated the formula for all the other grades (k-6), then Supervised the design of subsequent products following the prototype formula. Finally I design the series logo and covers which won several design awards and recognition from the Bookbinders Guild among other institutions.

### **Philipson Press NY Inc.**

10/1996 — 11/2000

#### Co-owner

Participated in a business partnership that turned a Tribeca conventional copy shop into a digital service bureau & commercial printer. Serviced our clientele which consisted of small to large local businesses & startups like Catherine Malandrino & Kate Spade, by providing graphic & web design service. I Managed all of the commercial printing, advertising specialties & binding outsourcing. I also did all of the pre-press work for on site printing and outsourcing. Manged a team of 20 employees.

### **Z Graphics**

06/1995 — Present

#### Freelance Graphic Designer

I am an independent designer for print & web projects. My customers range from big corporations to small businesses. Among some of my notorious clients are Grand Marnier, Seagrams, Wines From Spain, Absolute and Kathrine Malandrino.

## EDUCATION

### **Instituto Tecnologico de Santo Domingo (INTEC) — DR**

Completed 132 credits towards a Bachelor's Degree in Industrial Design

### **School of Visual Arts (SVA) — NY**

Continuing Education full semester classes for graphic design and digital software,

### **Noble Desktop — NY**

Certified Web Designer