

Glenn Ziesenitz

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PROFESSIONAL SUMMARY

Strategic UX/UI Designer with 12+ years of experience leading digital product design, user research, and brand-driven experiences across B2B and B2C platforms. Proven track record delivering intuitive interfaces, scalable design systems, and measurable outcomes in Agile, e-commerce, and enterprise environments. Deep expertise in Salesforce ecosystems, journey mapping, and high-fidelity prototyping across web and mobile.

EDUCATION

State University of New York College at Plattsburgh
Bachelor's Degree in English, Concentration in Journalism.

Plattsburgh, NY

EXPERIENCE

Digital Art Director March 2026 – Present
Kathy Jacobs Design

- Lead creative concept development for marketing campaigns aligned with business objectives
- Manage and mentor design teams while overseeing production of all deliverables
- Maintain and evolve brand guidelines, design systems, and digital templates

UX/UI Designer August 2023 – February 2026
Eccalon

- Partner with product, development, and QA teams to design user-centric digital experiences
- Lead design thinking sessions to improve workflows and usability for complex user types
- Identify process and platform improvements that enhance user and business outcomes

Lead Product Designer May 2023 – August 2023
Rule 1 Investments

- Designed prototypes and interfaces for mobile and web apps from concept to delivery
- Conducted user research and data analysis to improve usability and inform designs

Senior UX/UI Designer December 2022 – May 2023
AutoZone

- Collaborated with cross-functional teams to deliver AZ-branded UX components at scale
- Produced wireframes, prototypes, and design specs aligned with business goals

UX/UI Designer August 2022 – December 2022
T-Mobile

- Oversaw design of intuitive customer support experiences in Agile teams
- Delivered pixel-perfect, developer-ready Figma files with detailed annotations

Digital Art Director February 2022 – August 2022
Equifax

- Directed digital, print, and video deliverables aligned with brand strategy
- Mentored a creative team, elevating output through design leadership and coaching

Senior UX Lead September 2021 – February 2022
Microsoft

- Delivered end-to-end UX solutions for global initiatives in a fast-paced Agile setting
- Led persona development, journey mapping, and iterative prototyping

Senior Art Director November 2017 – September 2021
RR Donnelley

- Managed multi-channel creative for clients including Morgan Stanley, Fidelity, Nissan, Ford, Delta Air Lines, and Amazon
- Recruited, led, and developed a high-performing creative team

Senior Designer September 2010 – November 2015
Summit Group

- Developed an employee engagement platform including a responsive website, video, and integrated print/digital communications for a Fortune 100 retailer
- Contributed to a 22% increase in program participation and a 12% reduction in employee at-risk health indicators over five years

SKILLS

Design Tools: Figma, Adobe XD, Sketch, InDesign, Photoshop, Illustrator, Premiere

Platforms: Salesforce, Adobe Experience Manager (AEM), WordPress

Competencies: UX/UI Design, Persona Development, Journey Mapping, Wireframing, Prototyping, Usability Studies, WCAG Accessibility, Agile Methodology, iOS and Android Design, Art Direction, Omni-Channel Campaigns