

Zack Stewart

Your UX Strategist

(562) 336-4225

zackdrivesuxinsights@gmail.com

[linkedin.com/in/zack-t-stewart](https://www.linkedin.com/in/zack-t-stewart)

zackdrivestrategy.com

Summary

A UX Strategist with 10+ years across customer research, product strategy, and user experience leadership. I lead strategy projects end-to-end, from research planning through insight synthesis, strategic framing, concept validation, and implementation advising, connecting consumer desirability, business viability, and technical feasibility. Led mixed-methods research programs across fintech, healthcare, e-commerce, and AI sectors, achieving results for products that have reached over 75 million users, helping drive results for startups to fortune 50 companies. I'm all about driving meaningful results, including work that has led to increases in sign-ups by 44%, an 83% uptick in feature completion, and a 46% increase in tour adoption.

Selected impact

75M+	users reached through research-informed products and services	44%	increase in sign-ups from research-led onboarding changes
83%	uptick in feature completion through optimized user flows	46%	increase in tour adoption driven by research-backed product strategy

Skills & Workflows

Research & Strategy

Design Thinking, Mixed-Methods Research, Strategy Project Leadership, Concept Validation (Desirability/Viability/Feasibility), Strategic Framing, Visual

AI Tools & Workflows

NotebookLM, Gemini, Perplexity, ChatGPT, Gumloop, Hermes, Figma Make, AI-Assisted Synthesis, Social Listening, Agentic

Frameworks, Opportunity Mapping, Journey Mapping, Personas, Ideation Facilitation, Client Workshops, Executive Presentations, Cross-Functional Collaboration.

Research Pipelines, HITL AI Validation, Multi-Model Orchestration.

Tools

Figma, Lookback, Qualtrics, User Interviews.

Selected experience

Helping Hands Community

UX Researcher · Contractor

Led user research for community-driven initiatives and non-profit volunteer logistics.

Flyhomes

UX Researcher & Research Operations Lead · Employer (Real Estate & Mortgage)

- Built company-wide Research Operations infrastructure from the ground up, recruitment pipelines, standardized templates, and a cross-functional research repository that scaled research capacity across EPD teams and democratized testing for product managers and designers.
- Led HITL validation of an AI-powered home search feature with 13 participants, achieving a SUS score of 87.5 (A-) and using dendrogram clustering to identify 4 distinct UI interaction patterns; 80% of users scrutinized 3+ listings before signup, informing design refinements presented to leadership.
- Conducted FinTech product validation revealing 87% positive sentiment and 64% high interest, while surfacing that 50% feared hidden fees, delivering desirability and viability insights that shaped pricing transparency strategy and go-to-market approach.
- Designed a diary study examining onboarding, uncovering 'Personal' touch rated 4.1/10; partnered with Lifecycle Marketing to revamp communication cadence, translating insights into a cross-functional action plan presented to leadership.
- Acted as strategic advisor to product and engineering leadership, translating research into opportunity maps and strategic narratives that influenced roadmap priorities across the home-buying journey.

Winston Francois

UX Researcher · Agency

- Led IA research combining tree testing (17 users) and open card sorting (30 users) for a major US bank, quantifying a 73% task-failure rate and developing a restructured navigation framework presented to C-suite stakeholders; client subsequently achieved an 8-second reduction in average handle time.
- Conducted iterative concept validation with 18 credit union members for a fintech rewards platform, measuring Ease of Experience (89% → 100%), Likelihood to Use (50% → 70%), and Value of Experience (44% → 80%) across Figma prototype rounds, delivering desirability and viability recommendations to product leadership.
- Facilitated Figma prototype testing with 8 healthcare professionals for a diabetes management app, evaluating clinical workflow integration and presenting to client executives; product subsequently achieved CE Mark certification and reached 7M+ mySugr accounts.
- Conducted walk-the-store usability research with 8 participants across a healthcare network's digital properties, delivering a strategic opportunity map to executives; client subsequently redesigned 575 location pages generating 1M+ visits/month and won an eHealthcare Gold Award.
- Designed a 7-day diary study with 8 participants for an IoT wellness platform, synthesizing behavioral patterns into a proposed diagnostic tool concept; client's Origin AI division was subsequently acquired by ADT for \$170M.

Applause

Senior UX Researcher · Remote · 2024 – 2026 · Agency

- Led a four-month longitudinal study with active drivers for a global mobility platform, analyzing 471 mixed-method survey responses to prioritize navigation, safety, and retention needs.
- Led mixed-methods research across 3 FinTech product lines with 75 participants, identifying abandonment drivers and delivering strategic recommendations across alignment, insight, and opportunity phases; client subsequently achieved #1 in JD Power 2026, 25% rise in digital mortgage applications, and ~80% of business accounts online.
- Led strategy engagement with 15 international experts across an AI fertility platform, conducting expert interviews that reduced sales friction by 60% and advised a roadmap pivot from reactive to predictive AI, balancing desirability with technical feasibility, presenting to client leadership.
- Developed a 5-tier hierarchy-of-needs visual framework from interviews with 13 HR leaders for a B2B SaaS client, translating insights into a strategic narrative that guided Tier 3 predictive AI product strategy across cross-functional product and engineering teams.
- Designed and executed a 151-participant mixed-methods study (usability + surveys + NPS) for a global restaurant platform, synthesizing findings into an opportunity map that informed a platform-wide redesign; client subsequently achieved 97% load time reduction and 210M active users.
- Evaluated an AI chatbot with 24 survey responses for a financial services client, identifying NLP failure patterns and delivering recommendations balancing desirability against technical constraints; client subsequently launched a Dining Companion beta and integrated Anthropic's Claude.

Orbello

Founder & Product Strategist · Remote · 2025 – Present

- Founded and lead product strategy for an AI-powered consumer app, conducting 12+ user interviews and gathering insights from 30+ on-the-ground participants to validate product-market fit and identify whitespace across international markets.
 - Integrated 15+ AI tools into the development workflow, leveraging multi-model orchestration for research synthesis, content generation, and localization across 12+ languages to accelerate iteration while maintaining research rigor.
 - Designed agentic research pipelines combining AI-assisted synthesis with HITL validation, enabling rapid concept testing that balanced consumer desirability with technical feasibility.
 - Developed product strategy using AI-enabled competitive analysis and social listening, translating findings into visual frameworks and opportunity maps that guided prioritization across a lean cross-functional team.
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Education & Credentials

- **BA, Film & Communication; Minor in Marketing**, California State University, Long Beach
- **AA, Behavioral Science**, Norco College
- **AA, Media Communications**, Norco College
- **Certificate in UX (Awarded with Distinction)**, UCLA | Apr 2021
- **Certificate in UX and Healthcare**, Eric Shumake | May 2025
- **HIPAA Certified**
- **Prof. Dev:** Accessibility & Inclusive Design; Qualitative Research Methods; Conversational Interviewing; Analyzing Qualitative Research Data; Personas & Customer Journey Maps; Influential Research Presentations, IDF, UX Inner Circle, MITx | 2020–2023

Mentorship

Mentored 150+ UX professionals (3,000+ minutes) via ADP List on UX research career transitions, portfolio reviews, and skill development.