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# ZACHERY SUTTON

STAFF PRODUCT DESIGNER

✉ zach@zacherydesigns.com

🌐 www.zacherydesigns.com

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## EXPERTISE

### // PRODUCT DESIGN

- Product Strategy
- UX Strategy
- AI-Assisted Design
- AI-Assisted Prototyping
- Rapid Prototyping
- Interaction Design
- Design Systems
- User Research

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### // DESIGN LEADERSHIP

- Cross-functional Leadership
- Design Facilitation
- Stakeholder Alignment
- Product Discovery
- Design Critique
- Systems Thinking

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### // TOOLS & TECHNOLOGY

- Figma
- ChatGPT
- Claude Design
- Claude Code
- Cursor
- Figma Make
- Adobe Creative Suite
- Framer
- Webflow

## PROFILE

Staff Product Designer with 12+ years of experience leading consumer and enterprise products from strategy through launch. Combines user research, systems thinking, and cross-functional leadership to simplify complex experiences and drive measurable business outcomes. Proven track record of increasing conversion and engagement, launching new revenue-generating products, and building scalable design systems across complex product ecosystems.

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## WORK EXPERIENCE

### STAFF PRODUCT DESIGNER

Mozilla | 2024 – Present

#### Productivity | 2026 – Present

- Lead product design for Mozilla's Productivity team, exploring and validating new product opportunities that expand everyday utility and drive deeper user engagement.
- Partner with Product, Engineering, and Research to identify high-value problems, rapidly prototype concepts, and define experience direction for emerging initiatives.

#### Accounts & Identity | 2025 – 2026

- Led the redesign of Mozilla's account experience, simplifying account creation and authentication across the ecosystem.
- Designed a passwordless onboarding flow and introduced passkey authentication, creating a more seamless sign-up and sign-in experience while strengthening account security.
- Partnered across Product, Engineering, Security, and Research to define experiences for authentication, account access, recovery, and security-critical interactions.

#### Privacy Products | 2024 – 2025

- Led the integration of Firefox Relay and Mozilla VPN into Firefox, creating a more cohesive ecosystem experience and supporting adoption across Mozilla's privacy products.
- Redesigned onboarding and settings for Monitor Plus, improving engagement, conversion, and support outcomes.

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## EDUCATION

**MASTER OF ARTS, GRAPHIC DESIGN**  
Savannah College of Art and Design  
Atlanta, GA

**BACHELOR OF ARTS, ART**  
Winston-Salem State University  
Winston-Salem, NC

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## CERTIFICATIONS

2024  
**DISRUPTIVE STRATEGY WITH  
CLAYTON CHRISTENSEN**  
Harvard Business School Online

2023  
**ADVANCED PRODUCT DESIGN**  
Useful School

2022  
**PRODUCT DESIGN COURSE**  
Dribbble

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## AWARDS

2009  
**SCADDY NOMINEE**  
Savannah College of Art and Design

## WORK EXPERIENCE

**SENIOR PRODUCT DESIGNER**  
Mozilla | 2021 – 2024

- Led product design across two agile teams—Mozilla Monitor and an innovation incubator—setting UX direction from discovery through launch.
- Spearheaded the end-to-end redesign of Mozilla Monitor, increasing user sign-ups by **61.87%**.
- Designed and launched a paid subscription experience that exceeded its monthly subscription target within the first week.
- Facilitated cross-functional workshops and design reviews to accelerate decision-making and build alignment across disciplines.

**SENIOR UX/UI DESIGNER**  
VMware | 2017 – 2021

- Led the redesign of an international digital experience, reducing bounce rate from **70% to 30%** and increasing time on site by **150%**.
- Developed and scaled VMware's design system, establishing reusable frameworks, standards, and processes that improved product consistency and team efficiency.
- Advocated for consistent interaction and visual patterns across products, helping teams design and ship more efficiently.

**UX/UI DESIGNER**  
SAP | 2014 – 2017

- Designed end-to-end product experiences using user flows, journey maps, wireframes, prototypes, and high-fidelity interaction design.
- Partnered with Product, Engineering, and stakeholders to translate business objectives and user needs into clear, usable product experiences.
- Used personas, research insights, and journey mapping to inform design decisions throughout the product development lifecycle.

**LEAD DESIGNER**  
Eastmont Group | 2013 – 2014

- Led design engagements for multiple clients across digital experiences, websites, and brand identity.
- Facilitated client discovery and translated business goals into actionable design strategies and user-centered solutions.