

# Scott Rzasa

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https://scottrzasadesign.webflow.io

## EDUCATION

**The University of Oklahoma**  
Masters of Art: Art and Technology

January 2026 – December 2027

**Kennesaw State University**  
Bachelor of Science: Interactive Design  
Minor: Technical Communication  
**3.65 GPA:** President's List: Spring 2023, Fall 2023; Dean's List: Fall 2021, Spring 2024, Fall 2024, Spring 2025  
**Relevant Coursework:** Interaction Design II, Front End development III, Motion Design, Visual Design II, Information Architecture

August 2021 – May 2025

## EXPERIENCE

**UX Designer** June 2025 – July 2025  
*Burns Dumpster Rentals ~ Contract*

- Led the redesign and implementation of a new website architecture, strategically improving the site's SEO score to increase traffic.
- Drove a 58% increase in website traffic by optimizing key pages and content, which directly led to an 83% increase in qualified sales calls.
- Improved the online booking process and streamlined the user experience, leading to an 83% increase in bookings.

## PROJECTS

**Zaiko Inventory** January 2025 – April 2025  
*Inventory Management System ~ Senior Project*

- Designed high-fidelity mockups and interactive prototypes in Figma to facilitate a seamless design-to-development handoff.
- Executed user research within a Goal-Directed Design framework to identify core user needs and pain points, providing foundational data that drove strategic design decisions.
- Collaborated with a cross-functional development team to design and launch a full-stack application from initial concept to deployment, ensuring UX principles were maintained across the product lifecycle.
- Managed and maintained all project documentation, meeting summaries, and design workflows, optimizing team communication and ensuring 100% on-time submission of key project deliverables.

**Hirescape** August 2024 – November 2024  
*Job Search Database ~ Class Project*

- Established and maintained a scalable design system in Figma to ensure brand consistency across the entire product suite.
- Contributed to visual design and high-fidelity prototyping efforts within a fast-paced Agile/Scrum environment, supporting continuous iteration and deployment.
- Led and executed usability testing and user interviews, analyzing qualitative and quantitative data to generate actionable insights that directly informed design iterations and guaranteed alignment with core user needs.
- Designed an Applicant Tracking System user interface, to provide real-time resume feedback and personalized job recommendations.

## SKILLS

**Technical Skills:** User Research, Wireframing, Motion Design, Figma, Adobe Suite, Prototyping, Usability Testing, User Interface Design, Visual Design, Agile, Microsoft Suite, HTML, CSS, JavaScript, React

**Soft Skills:** Communication, Teamwork, Problem Solving, Adaptability, Critical Thinking, Patience, Leadership, Reliable, Attention to Detail, Flexibility

## ACTIVITIES AND ENGAGEMENT

- UX/UI CLUB, Kennesaw State University
- Men's Club Lacrosse, Kennesaw State University

2023-2025

2021-2025