

Zack Seuberling

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[zackseuberling.com](http://www.zackseuberling.com) (http://www.zackseuberling.com)

SKILLS

HTML5, CSS3 (SASS), JavaScript (React, ES6, Node.js, jQuery) & build tools (Gulp, Browserify, Webpack), Ruby (Rails), PHP (WordPress, Craft CMS), version control (Git, SVN), MySQL, Processing, Arduino, Adobe Creative Suite, Sketch

WORK EXPERIENCE

Alaska Airlines

(<https://www.alaskaair.com>)

Design technologist, 2017–present

As the lead design technologist for Alaska Airlines, I am responsible for liaising between product designers, visual designers and engineering teams to understand limitations and expectations.

This means building interactive prototypes alongside product designers to present living mock-ups stakeholder buy-in and developer understanding. It also involves coaching back-end developers on best practices for front-end development, focusing on accessibility and the semantic web.

I'm also part of the team developing a living digital style guide to help designers and developers deliver products that align with Alaska Airlines' design pillars.

Rumors (<https://www.rumo.rs>)

Lead developer & designer, 2013–2017

Designer & developer, 2010–2012

Engineering lead for an award-winning design studio specializing in clients from the fields of art and culture, including publishing houses, digital magazines, and exhibitions. Responsible for web architecture and infrastructure planning, user experience design, prototyping, iterating with code, and implementing open-source CMS solutions. Helped craft digital strategies for long-term quality assurance as well as implement custom solutions to meet client goals.

As a senior member of the team, I lead internal projects to improve design and development work flow, such as streamlining studio operations with version control and code reviews. Additionally I am focused on mentoring junior developers and designers on best practices in the field.

Projects include:

- Open Signal (<http://opensignalspdx.org/>)
- SCI-Arc (<http://sciarc.edu/>)
- New Cities Future Ruins (<http://newcitiesfutureruins.com/>)
- Center for the Humanities (<http://centerforthehumanities.org/>)
- Emily Books (<https://emilybooks.com/>)
- Bidoun (<http://bidoun.org/>)
- Griffin Editions (<http://griffineditions.com/>)
- Melville House Books (<http://mhpbooks.com/>)
- Manhattanville College (<http://mvillemfa.com/>)

Objective Subject

(<http://www.objectivesubject.com>)

Designer & developer, 2009–2010

Responsible for designing and developing branding and identity projects for non-profit organizations, art galleries, and e-commerce clients. Work ranged from establishing brand guidelines to WordPress development.

TEACHING EXPERIENCE

Parsons The New School for Design

Part time faculty, 2012–2013

Responsible for co-planning and teaching introduction to interactive design. The course focused on the technical application of typography, and graphic design theory using HTML, CSS and JavaScript standard practices.

Pratt Institute

Part time faculty, 2012

Responsible for planning and teaching introduction to interactive design to non-design majors. Concepts taught ranged from understanding how the internet works to how interaction design can better convey intention.

Bowling Green State University

Teaching assistant, 2008

Assisted students with technical implementation of design theory as it relates to interactive projects.

EDUCATION

Bowling Green State University

Graduated June 2009, GPA 3.8

HONORS AND AFFILIATIONS

- 2005–2009 Active member of bgsu student graphic design club
- 2008 Awarded bgsu Junior Talent Award scholarship
- 2008 Participant of Circumstance: The Intersection of Choice and Chance
- 2007 bgsu undergraduate show Honorable Mention
- 2007 Participant of Artomatic 419 Lite