

# Ash Ayman Shairzay

## Experience Designer

### About

I help inventors shape their vision with high-powered prototypes. I specialize in solving the complex information design challenges presented by content-rich products, mostly in the health and science industries. I am a self-taught designer with a background in moral philosophy and a pragmatist's approach. I'm driven to think critically about how we can most improve our collective well-being through *humanity*-centered design.

### Experience

#### UX Design Consultant, Center for Open Science

cos.io | Virginia & SF Bay Area | Apr 2018 - Present  
COS hired me to help with a full UI/UX redesign of their flagship product, the Open Science Framework. A full heuristics evaluation was then followed by creating design cheat sheets used for section by section prototyping, user testing, and iterating.

#### Design Director, Rapid Science

rapidscience.org | SF Bay Area & New York City | Dec 2013 - present  
A spinoff of Cancer Commons (below), Rapid Science focuses on the researcher and clinician user group. As one of the first team members, my responsibility is to prototype and design apps to foster scientific collaboration.

#### Design Co-Founder, CeeTOC

ceetoc.com | San Francisco | Feb 2017 - Oct 2021  
CeeTOC builds productivity and collaboration tools for problem-solving healthcare providers. Our mission is to replicate existing behavior within our apps, capturing learnings and building better treatment options.

#### Design Director, Cancer Commons

cancercommons.org | SF Bay Area | May 2013 - Mar 2016  
I moved to California to join Cancer Commons, a nonprofit dedicated to helping cancer patients find the best possible treatments. My role was to design patient-friendly interfaces for a suite of desktop and tablet apps. The majority of my duties focused on prototyping and UI design, but also included the website and various other digital and print collateral.

#### Creative Director, Faculty of 1000 & *The Scientist*

f1000.com | London & New York City | Jul 2010 - Apr 2013  
My time was split between two publications in London and NYC. I led a rebrand/redesign of the London-based F1000 website and the NYC-based *The Scientist* magazine. My primary objective was to unify the reader's experience between the two, in digital and print. *The Scientist* received several Eddie & Ozzie awards for full issues, single articles, and the website.

#### Creative Director, The New York Academy of Sciences

nyas.org | New York City | Jun 2003 - Jun 2010  
I was the first Creative Director in the member organization's 200 year history. I led a team of designers and media producers to disseminate the org's content, including one of the first science podcasts available on iTunes. I updated and unified the branding, oversaw two site redesigns - winning a 2005 Webby Award - and art directed the magazine and science journal.



### Contact

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### Education

#### New York University

1994 - 1998  
BA Philosophy, with honors

### Skills

#### UX Design

Heuristics expertise, information design, prototyping, user research, user testing

#### Visual Design

Adobe CC: Photoshop, Illustrator, InDesign  
Prototyping: Figma, Sketch, UXPin

#### Web Design

HTML, CSS, popular CMS platforms: HubSpot, Squarespace, WordPress

### Awards

#### Eddie & Ozzie Awards

2011 Gold B2B Science magazine full issue, *The Scientist*, July 2010  
2010 Gold B2B Science website, the-scientist.com

#### Webby Awards

2006 Best Association website: Finalist, nyas.org  
2005 Best Association website: Winner, nyas.org

