



Alexander Zaky

Director User Interface

Alex is a devoted advocate of the 'User.' He has spent his career designing and implementing interfaces and architectures that are intuitive and compelling to a wide range of audiences. He has worked on user interface design for mobile, web, TV and environmental experiences. At The Wonderfactory, Alex leads a team of dedicated information designers who are focused on simple solutions to complex design challenges.

Before The Wonderfactory and most recently, Alex was the Lead User Interface Designer of the New York office of America Online. While at AOL, Alex helped to create the architecture and interface systems that enabled AOL to move into the web standard and open-access environment visible today. He was involved in redesigning all AOL channels, the client-side applications, and the new AOL.com.

Prior to AOL, Alex was Senior Interaction Designer at R/GA. He was responsible for User Interface, Information Architecture, and Interaction Design for a wide range of clients and initiatives. Most notably, Alex helped IBM, Merck, and Nike create standards and interfaces for informational sites and e-commerce opportunities.

He also worked for Wellogic, a software application company devoted to creating healthcare applications and solutions. Alex designed Wellogic's entire suite of applications on both the desktop and Palm platforms; his work won awards from IBM and Microsoft as Industry Standard Healthcare solutions. These applications can be seen in use at the Mayo Clinic and Cleveland Clinic.

Alex has created and designed interfaces for the following companies: AOL, Boston Capital, BusinessWire, CVS, Fleet Bank, IBM, the Mayo Clinic, Merck, Nike, Public Interactive, WalMart, Wellogic, Verizon, and VeryFine.

Alex's education is rooted in Design, Photography and Human Computer Interaction Design. He is also an active member of IxDA, The Information Architecture Institute and the Usability Professionals' Association of NY.