Jeremy Zilar

SUMMARY

Dynamic leader with expertise in editorial strategy, product design and engineering. Skilled at leading user-centric design processes and iterative development workflows, measuring impact and reach, and working across teams to bring projects to completion.

WORK EXPERIENCE

Director, Digital.gov

General Services Administration

March 2017 – Present
New York, NY

Modernizing and directing a decade-old program aimed at helping teams in government build better, more reliable digital services for the public. In collaboration with digital leaders who are facing similar challenges across federal agencies and in consultation with government agencies around the world, I oversee 19 communities of practice. Current projects include developing an events and training program and providing a long-term foundation for the U.S. Web Design System to grow and flourish as a congressionally-funded, open-source project.

Innovation specialist

18F

May 2016 – March 2017
New York, NY

Led cross-functional teams through a number of 6-week research and strategy engagements with clients from various federal, state, local, and tribal government agencies. Designed and wrote an explainer for government teams to understand smarter, modular procurement. Conducted user-research and developed recommendations for improving DigitalGov and expanding its role in educating government.

Director, Platform Engineering, CMS

Time Inc.

March 2015 – April 2016
New York, NY

Hired and led a team of creative technologists to redesign and engineer *Fortune* Magazine, and the *Fortune 500* dataset. Implemented an agile process to manage editorial, design, product and technology efforts. Developed a culture of iterative releases, and used data to help the team make goal-oriented decisions. Developed new editorial tools that enable the magazine to express its identity online.

Highlights: Recruited new talent for engineering teams. Implemented agile process to manage editorial, business and technology efforts. Facilitated culture of cross-team collaboration and knowledge sharing demos and transparent communication.

Editorial and Design Strategist

The New York Times

July 2012 – December 2014
New York, NY

Worked independently and across teams on larger editorial strategy and design-related projects across the *Times* that spanned areas of branding, identity, editorial tools, and internal communication.

Highlights: Completed a full content audit of nytimes.com and mobile apps in advance of a major redesign, revealing overlaps in coverage, gaps in communication, and redundant work. Reimagined new online formats for *The New York Times Magazine*. Developed tools that used live data to help editors visualize the impact of their work and created ways for the *Times* to reach new audiences.

**Blog Specialist /
Design Technologist**

The New York Times

April 2006 – July 2012
New York, NY

Was responsible for launching and leading the long-term digital strategy on 200+ blogs on NYTimes.com, including DealBook, Well, Bits, CityRoom, FiveThirtyEight, and The Lede. Oversaw the design and development of a scalable framework that included a flexible system for building branding and identity across multiple properties. Championed the *Times'* early efforts to transform a print newsroom into a highly responsive, digital-first operation that could produce continuous and and real-time news on the web.

Highlights: In addition to designing and building a scalable framework, developed the editorial workflows across the newsroom and managed the daily digital operations across the platform. Developed initial newsroom strategies for breaking news, live coverage, live blogging, reader comments, and news over Twitter.

Advisor / Project manager

Rookie Magazine

April 2011 – April 2013
New York, NY

Approached by Ira Glass and Tavi Gevinson to oversee the design, build and launch Rookie Magazine, an alternative online publication for teenage girls. Established goals, set expectations and pulled together a team to design and build a publication and identity in under a month.

Lead web designer/developer

Cardiovascular Research Foundation

June 2005 – April 2006
New York, NY

Redesigned and developed the foundation's website according to best practices at the time. Worked with nonprofit board, marketing teams, and heart surgeons to bring project to completion.

EDUCATION

Rocky Mountain College of Art & Design

BFA, Painting, Drawing, and Digital Media

1998 – May 2001

School of Visual Arts

Courses in design and typography

2005 – 2006