Zoie Babakitis

Senior UX Designer | Morristown, NJ

GET IN TOUCH!

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WORK EXPERIENCE

FCB Health New York | Senior UX Architect
Nov 2023 - Present

- Manage portfolio of 40+ digital products for clients such as Sanofi, Boehringer Ingelheim, AstraZeneca, Pfizer, Bristol Myers Squibb, Novartis and Lilly.
- Supervise team of UX Architects, supporting their day-to-day execution, skill advancement, and career development.
- Leverage generative AI tools to produce first-draft personas, journey maps, and user flows, accelerating iteration while maintaining alignment with research, medical accuracy, and regulatory guidance.
- Translate business requirements into UX design solutions for Patient and HCP websites, mobile apps, VR and AR experiences, immersive conference booths, portals, and IVAs.
- Lead UX designer on pro bono website redesign for "Disappearing Doctors: The Disposables," which has seen a 50% increase in site traffic and earned two Silvers at the 2025 The Anthem Awards in Non-Profit Campaign and Community Outreach.

FCB Health New York | UX Architect
Nov 2022 - Nov 2023

- Led UX research initiatives, UX strategy, and information architecture for a multi-indication HCP website overhaul that resulted in a 10% decrease in bounce rates and a 60% increase in average session duration over a 12-month period.
- Presented high-fidelity wireframes and interactive prototypes to executive stakeholders, effectively communicating the value and impact of user-centered design decisions.
- Created, maintained, and enhanced internal design systems and component libraries to support scalable design practices.
- Participated in kickoff and scoping meetings to shape deliverables, timelines, and team resourcing.

FCB Health New York | Junior UX Architect
Feb 2021 - Nov 2022

- Contributed to UX design efforts by creating site maps, user flows, ADA/WCAG compliant wireframes and interactive prototypes, and detailed functional specification documents.
- Collaborated with cross-functional medical, creative, and tech teams to align digital experiences with user needs and brand objectives.
- Maintained proactive communication with direct manager and senior UX teammates, met deadlines, and sought feedback to continuously improve design output and UX knowledge.

JUNTO | Lead UX Researcher
Aug 2020 - Dec 2020

- Synthesized qualitative and quantitative user research findings into strategic, data-driven insights which resulted in a 20% increase in user engagement of the JUNTO app over a 5-week period.
- Carried out comprehensive UX research initiatives, including exploratory studies, heuristic evaluations, competitive SWOT analysis, survey design, user interviews, and moderated A/B usability testing.

EDUCATION

CUNY TechWorks
UX Research & Design Program
Aug 2020 - Dec 2020

CUNY Hunter College
Bachelor of Arts, Psychology
Sep 2014 - Dec 2018

SKILLS

User Research

Prototyping

Wireframing & Mockups

Information Architecture

Design Systems

Digital Accessibility

User Personas

User Flows

Journey Mapping

Usability Testing

Heuristic Evaluation

Competitive Analysis

Research Synthesis

Generative AI

Prompt Engineering

TOOLS

Figma

Adobe XD

Axure RP

Omnigraffle

FigJam

Miro

Mural

Userlytics

Lyssna

Neurons

Copilot

ChatGPT