

URAIBA ZAFAR

(419) 450 -8410
URAIBAZAFAR1@GMAIL.COM

EDUCATION

**PRATT INSTITUTE,
NEW YORK, NY —**
INFORMATION EXPERIENCE
DESIGN M.S.
Present (Exp. May 2026)

**THE OHIO STATE
UNIVERSITY,
COLUMBUS, OH —**
FASHION, B.S.

PORTFOLIO

SKILLS

Communication &
Collaboration
Leadership
Usability Testing
Prototyping
Design Systems
User Interviews
Research Synthesis
Human-Centered Design
Wireframing
Interaction Design
HTML
CSS
SQL

TOOLS

Figma
FigJam
Canva
Miro
Adobe Creative Suite
UserTesting
Userlytics

AI & EMERGING TOOLS

Prompt Design (ChatGPT,
Claude, Gemini)
AI-Assisted Prototyping (Figma
Make, Replit, Claude Design)
Conversational UX (Voiceflow)
AI-Driven Feature Design

LANGUAGES

English (fluent)
Urdu (fluent)

EXPERIENCE

CENTER FOR DIGITAL EXPERIENCES AT PRATT INSTITUTE -
SEPTEMBER 2024 - PRESENT
PRODUCT DESIGNER (CONSULTANT)

- Gutenberg Technology: Conducted a mixed-method usability study to evaluate AI authoring tools, surfacing low discoverability and high cognitive load; findings were adopted by product and design teams to drive redesigns of key screens
- DiasporaDNA: Led end-to-end design of a mobile platform built to improve festival discovery and cultural storytelling by enhancing how users find, evaluate, and plan attendance
- One Degree Impact: Designed a grant research and opportunity-mapping service within an existing platform, using iterative user testing to refine navigation and deliver a high-fidelity prototype in Figma

TARGET - MARCH 2023 - PRESENT
HUMAN RESOURCES EXPERT

- Helping increase employee retention by executing team building events
- Creating the weekly schedule for all departments and confirming that desired hours are met
- Ensuring all paperwork and training is completed in compliance with state and federal laws for all new hires and existing team members

TRIPLE CROWN CONSULTING - APRIL 2021 - MARCH 2023
TECHNICAL RECRUITER

- Helped candidates navigate the job search process from resume building and interview prep to coordinating interviews and negotiating contracts
- Built long-term relationships with a base of quality candidates found through cold calls, LinkedIn recruiter, and asking for referrals
- Billed \$1.2 million in the first full year in the role

ABERCROMBIE & FITCH - SEPTEMBER 2018 - MARCH 2021
STORE MANAGER

- Analyzed sales data, store KPIs, and customer behavior to inform visual merchandising, layout, and marketing decisions
- Recruited, trained, and promoted 3 associates into management roles, strengthening team performance and retention
- Ranked #2 top-grossing store in the district during peak pandemic conditions while maintaining operational and safety standards

AWARDS

AMAZON MUSIC DESIGN CHALLENGE — WINNER
FEBRUARY 2025 - MARCH 2025

- Led product design for BeatDrop, an AI-powered collaborative DJ for social listening experiences
- Conducted mixed-method research with 52 participants to identify unmet needs in social music streaming
- Designed features that support collaborative curation, social engagement, and increased session duration
- Presented product vision and design rationale to Amazon Music and academic stakeholders