

URAIBA ZAFAR

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EDUCATION

**PRATT INSTITUTE,
NEW YORK, NY —**
*INFORMATION EXPERIENCE
DESIGN, M.S.*
Graduated May 2026
GPA: 4.0

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

PORTFOLIO

PRODUCT DESIGN

Product Strategy
Product Thinking
Design Systems
Information Architecture
User Flows
Typography
Visual Design
Wireframing
Prototyping
User-Centered Design
Accessibility (WCAG)

RESEARCH

Mixed-Methods Research
User Interviews
Usability Testing
Survey Design
Research Synthesis
Heuristic Evaluation

AI

Human-Centered AI
AI Feature Design
Prompt Design
AI-Assisted Prototyping
Conversational UX

TOOLS

Figma / FigJam
WordPress CMS
HTML
CSS
Adobe Creative Suite
Zeroheight
UserTesting
Userlytics
Miro
SQL

LANGUAGES

English
Urdu
Hindi

EXPERIENCE

CODING IT FORWARD - HACK YOUR SUMMER - JUNE 2026 - PRESENT *UX RESEARCHER & PRODUCT DESIGNER (INTERNSHIP)*

- Developed Lent With Love, an AI-powered consumer platform from concept through interactive prototype by authoring the PRD, conducting mixed-methods research, & designing an AI-assisted onboarding experience that transforms physical bookshelves into searchable digital libraries.
- Validated the initial concept through user research and pivoted the product strategy from book lending to trusted social recommendations, demonstrating evidence-based product decision making.
- Designed responsive end-to-end product experiences including onboarding, AI-assisted library creation, social discovery, lending workflows, reading activity, and community engagement.
- Selected as 1 of 5 showcase presenters to demo the product at Hack Your Summer's final celebration, generating strong mentor validation, public industry endorsements, and an initial cohort of prospective beta testers.

CENTER FOR DIGITAL EXPERIENCES AT PRATT INSTITUTE - SEPTEMBER 2024 - MAY 2026 *PRODUCT DESIGNER (CONSULTANT)*

- *Gutenberg Technology*: Conducted a mixed-method usability study of an AI-powered SaaS authoring platform, identifying workflow pain points and translating research insights into product recommendations that were implemented by the client.
- *DiasporaDNA*: Led end-to-end design of a mobile platform for festival discovery; conducted user interviews (n=10), surveys (n=16), and tracked 52 competitor platforms; built a design system to ensure visual consistency across the product.
- *One Degree Impact*: Designed a grant research and opportunity-mapping web platform for a nonprofit client; iterated through design reviews with stakeholders to refine navigation and deliver an intuitive, responsive high-fidelity Figma prototype.

TARGET - MARCH 2023 - JUNE 2026

HUMAN RESOURCES EXPERT

- Screened and interviewed candidates, applying structured evaluation to assess fit across multiple departments.

AWARDS

AMAZON MUSIC PRODUCT DESIGN CHALLENGE — WINNER FEBRUARY 2025 - MARCH 2025

- Designed the end-to-end product experience for BeatDrop, an AI-powered collaborative DJ feature that reimagined social listening on Amazon Music.
- Conducted mixed-methods research, including contextual inquiry and surveys with 52 participants, to identify unmet needs in social music streaming.
- Designed AI-assisted features to increase collaborative curation, social engagement, and session length while aligning user needs with business goals.
- Presented product vision and design rationale to Amazon Music and academic stakeholders.

ADDITIONAL PROJECTS

- *Disney+ Rafiki*: Developed a scalable Figma design system using reusable components, design tokens, and variables, documenting implementation guidelines in Zeroheight to improve consistency across design and engineering.
- *Wander-well*: Designed an emotionally adaptive AI travel companion with human-in-the-loop controls; users approve, edit, or reject AI-generated itineraries, teaching the system their preferences over time.