

EILAF ZEHRA

Product Designer

www.eilafzehra.com
eilaf.zehra@gmail.com
647 384 7535
Toronto, Canada

EDUCATION

Product Management Diploma

UX Design + Digital Marketing,
full-time
RED Academy

Sep 2011 - Jun 2015 / Toronto, Canada

BSc. Mass Communication National University of Science and Technology

Sep 2011 - Jun 2015 / Islamabad, Pakistan

SKILLS

Research

Storyboarding, User Interviews,
Online Surveys, Journey Mapping,
Affinity Mapping, User Testing

Design

User Interface Design, Visual
Design, Wireframing (low to high),
Prototyping

Others

Agile Project Management,
Search Engine Optimization,
Facebook & Google & LinkedIn
Ads, Google Analytics, Basic HTML
& CSS

TOOLS

Others

Adobe XD, Sketch, Figma, Zeplin
Marvel, Invision, Photoshop,
Illustrator, Jira, Microsoft Office

COURSES & CERTIFICATIONS

Human-centered Design

IDEO and Acumen | Jun 2019

User Experience Design

Udemy | Mar 2019

Google Search Ads Certification

Google | Jan 2020

Google Analytics Qualification

Google | Jan 2020

EXPERIENCE

Product Designer - Freelance / Doctor Online

June 2020 - Present, Remote

- Independently designing and developing site-maps, user personas, low to high-fidelity frames user flows, storyboards, prototypes, layouts, design documents and style guides
- Conducting user research, user tests and market research to direct design decisions

Product Designer-Volunteer / LetsStopAIDS

May 2019 - Jul 2020, Toronto CA

Volunteer driven charity focusing on HIV prevention and knowledge exchange for the youth.

- Worked on the research and design of their website
- Created design concepts and low to high fidelity wireframes to determine the best product

UX Designer - Diploma Projects / RED Academy

Jul 2019 - Sep 2019, Toronto CA

Worked with clients to conduct user research, usability testing, wireframing, prototyping and designing for responsive apps and websites.

Clients:

- Vesta - Solving Sexual Harassment in Workplaces
- ROM Coach - Solving Mobility and Injuries through an iOS app
- Ayd Cares - Digitizing home care for loved ones

Product Designer / Hitplay Technologies

Nov 2018 - Jul 2019, Toronto CA

Building AV (Audio Visual) monitoring platform through data analytics & insights for various clients.

- Worked with the CEO & product team to design and ship a SaaS platform, website and tele-presence touch panel
- Created data analytics wireframes, user flows and site maps to effectively communicate design ideas
- Performed research on product technologies and structures to implement into design concepts

UI UX Designer - Intern / Jrop

Oct 2018 - Nov 2019, Toronto CA

Commoditizing parking spaces for properties through a web-app.

- Brainstormed ideas and crafted low-fidelity to high-fidelity wireframes for the web-app
- Followed a lean UX approach to design an MVP web app through rapid prototyping

Digital Product Designer / Zameen & Bayut

Jul 2017 - Jun 2018, Lahore PK

Online real-estate portal connecting agents, builders, and sellers with investors, buyers & tenants.

- Designed and shipped responsive analytics dashboards, customer-facing websites and native iOS & Android apps
- Conducted user research & user testing sessions to validate the user experience
- Worked in cross-functional teams and regularly collaborated with sales, communication engineering teams
- Leveraged data and analytics and user research to direct design decisions
- Worked closely with the CEOs & Product Managers for design demos and feedback

Communication & Design Specialist / Technology for People Initiative

Aug 2015 - Jul 2017, Lahore PK

A tech start-up using technology for innovative solutions for public sector problems in Pakistan.

- Led three Peacetech Exchange Pakistan (PTX) conferences in Lahore, Karachi & Islamabad
- Collaborated with government agencies and international donors such as USAID, USIP, etc to develop design, communication and social media strategies for projects in the public sector
- Researched and worked on easy-to-use apps & platforms to solve problems in the rural areas