

# EILAF ZEHRA

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## EDUCATION

### Product Management Diploma

UX Design, full-time

Digital Marketing, full-time

RED Academy | Toronto, Canada

Jul 2019 - Dec 2019

### BSc. Mass Communication

National University of Science and  
Technology | Islamabad, Pakistan

Sep 2011 - Jun 2015

## 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

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

June 2020 - Present

### Freelance Product Designer

#### Doctors Online | Pakistan

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

### Volunteer UI/UX Designer

May 2019 - Present

#### LetsStopAIDS | Toronto, Canada

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

- Currently working on the research and design of their website
- Creating design concepts and low to high fidelity wireframes to determine the best product

### Product Designer

Nov 2018 - Jul 2019

#### Hitplay Technologies | Toronto, Canada

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

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

### UX/UI Design Intern

Oct 2018 - Nov 2018

#### Jrop | Toronto, Canada

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

Jul 2017 - Jun 2018

#### Zameen Media Limited/Bayut | Pakistan & UAE

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

- Conceptualized and designed CRM dashboards, 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 and engineering teams
- Leveraged data and analytics, user research and data to direct design decisions
- Worked closely with the CEOs & Product Managers for design demos and feedback

### Communications & Design Specialist

Aug 2015 - Jul 2017

#### Technology for People Initiative | Lahore, Pakistan

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