Eilaf Zehra

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Toronto, ON
Portfolio

Senior Product Designer with 8+ years in accessibility, growth design, and AI-forward practice, designing across edtech, healthcare, real estate, SaaS and civic tech to reduce churn, lift conversion, and expand product reach.

Work Experience

Senior Product Designer | D2L | Toronto, ON

April 2025 - Present

- Leading design for Brightspace's content experience for instructors and learners across 900+ institutions, working directly with clients to identify and solve gaps.
- Driving accessible, WCAG 2.1 AA compliant design for end-to-end content experience, with contributions to the platform design system.
- Facilitating design audits and discussions with cross-functional teams to identify experience gaps, directly influencing the product roadmap.
- Integrating AI into the design workflow to accelerate research synthesis, ideation, and documentation.

Product Designer | Prodigy Education | Toronto, ON

August 2021 - April 2025

- Redesigned parent platform IA to support multi-subject expansion, boosting discoverability and driving 8% uplift in feature adoption.
- Optimized checkout flow through A/B testing, increasing average basket size by 20% and growing subscription revenue.
- Redesigned teacher homepage through A/B testing, making it action-driven and reducing bounce rate by 17%.
- Led initiatives that reduced platform churn by 12%, retaining thousands of paying subscriptions.

Skills & Tools

Design

Visual/UI Design
Wireframing & Prototyping
Design Systems
Accessible Design

Research

User Interviews
Usability Testing
A/B Testing
Tree Testing & Card Sorting
Heuristic Audits

Tools

Figma + Figma AI
Adobe Creative Suite (AI + PS)
Miro & FigJam
Optimal Workshop
Optimizely
Claude + Claude Code + Cursor
Fullstory

Other Skills

Basic HTML & CSS

Product Designer | Teachaway | Toronto, ON
August 2020 - August 2021

- Redesigned teacher onboarding from first-contact to activation, reducing drop-off and improving sign-up completion across the early funnel.
- Improved Skooli's live tutoring session flows, lifting student-tutor engagement and improving platform retention.
- Built a scalable design system from scratch and conducted a full accessibility audit, improving VPAT compliance to 90% and unlocking institutional procurement eligibility.

Product Designer (Contract) | Kumlaudi | Toronto, ON
March 2020 - August 2020

Led end-to-end redesign of InstaTUTE, an iOS tutoring app by Kumlaudi, streamlining user flows and improving discoverability through heuristic analysis and usability testing.

Product Designer | hitplay | Toronto, ON
November 2018 - July 2019

Designed and shipped a responsive SaaS dashboard, marketing websites, and telepresence interfaces while establishing a design system from scratch.

Product Designer | Zameen.com/Bayut | Pakistan & UAE
July 2017 - June 2018

- Led mobile app redesign for the UAE market, delivering a 5.3% lift in conversions alongside dashboards, agent portals and web platforms across both markets.
- Established a scalable design-to-dev handoff system with the engineering team, improving delivery speed and consistency.

Communication & Design Specialist | Technology for People Initiative | Pakistan
August 2015 - July 2017

Designed accessible civic tech solutions for health, education, and governance reaching 200,000+ citizens across rural Pakistan, partnering with government and iNGOs as a communications liaison and leading workshops across multiple cities to drive adoption.

Education

UX Design & Product Management Diploma
Red Academy | Toronto | 2019
100% scholarship awarded by Rogers

BSc. Media Sciences
National University of Science and Technology | Pakistan | 2015

Fellowships & Recognition
U.S. Educational Foundation in Pakistan Emerging Leaders Program | 2016

Selected among 15 fellows for a design & technology leadership fellowship to the United States for work designing accessible civic tech reaching 200,000+ citizens across rural Pakistan.