Zohaib Jafri

Product Designer based in Vancouver, Canada

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Dual US-Canadian Citizen 🇺🇸🇨🇦

EXPERIENCE

Senior Product Designer — Raydiant
SEP 2022 - PRESENT ● SAN FRANCISCO, CA

Leading the creation of the new Raydial Design System to align with a recent corporate rebrand. Scaling Raydiant's core product to meet the demanding needs of the enterprise segment. Recent clients include Nestlé, Lenovo, Macy's, Walmart, and Sephora.

Senior Product Designer — PDFTron Systems (Now Apryse)
APR 2022 - SEP 2022 ● VANCOUVER, BC

Worked with key stakeholders, led the end-user product strategy and initiative prioritization resulting in a 2x increase in monthly active users to a total of over 1.75 Million users. Managed and provided mentorship to junior and intermediate direct reports.

Design Manager — AssistList Association
OCT 2020 - SEP 2022 ● VANCOUVER, BC

Managed a team of half a dozen designers, liaising with development team, and overseeing new features being added to the AssistList marketplace. Led the creation of the design system to streamline AssistList's user experience increasing item listings by 62%.

Product Designer — Papercurve
JAN 2021 - MAR 2022 ● TORONTO, ON

Worked in a cross-functional team to implement AI into Papercurve's B2B SaaS products. Prioritized and defined the product roadmap to optimize client content creation, review, and distribution process, improving user adoption and monthly active users by 89%.

Lead Product Designer — Akron Children's Hospital
JAN 2021 - OCT 2021 ● AKRON, OH

Spearheaded research and design of the new myCleftCare web app resource to empower parents of children who need long-term cleft care. Led design stand-ups, presented concepts to project managers, and liaised with the development team.

UX Designer — AMA Society
MAY 2020 - OCT 2021 ● VANCOUVER, BC

Visually overhauled organization website and added COVID-19 guidelines along with functionality for members to register for events to help facilitate socially distant events. Oversaw website team in investigating user experience to create user flows and prototypes.

Product Designer — Fraser Health Authority
AUG 2018 - APR 2019 ● VANCOUVER, BC

Designed a mobile app that presents South Asian meals targeted to reduce the risk of developing heart disease. Crafted wireframes and interactive prototypes to communicate experience to health team. Led participatory design workshop with health experts.

Graphic & Product Design Consultant — Zohaib Jafri Design
FEB 2014 - MAY 2022 ● VANCOUVER, BC

A personal side venture helping local businesses. Communicated with clients and learned about their needs. Worked closely with them to design and build product experiences to increase their conversions. Clients: Ali & Associates, Prestige Excavation, etc.

EDUCATION

Simon Fraser University, Bachelor of Science - Interactive Arts and Technology
Concentration in Design - President's Honour Roll, Dean's Honour Roll

SKILLS

Research	Ethnography ● Data Analysis ● Personas ● Cognitive Walkthrough ● Journey Maps ● A/B Testing
Design	Concept Sketches ● Interface Design ● User Flows ● Storyboards ● Wireframes ● Mockups ● Style Guides
Toolbox	Figma ● Sketch ● Adobe XD ● Axure ● Illustrator ● Photoshop ● HTML/CSS
Analytics	FullStory ● Hubspot ● Mixpanel ● Hotjar ● PlaybookUX ● Google Analytics
Collab.	Jira ● Confluence ● Asana ● Notion ● Trello ● Miro ● ActiveCollab