

Sohara Zafar

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UX Designer and Visual Designer

A detail oriented & passionate designer and problem solver

Experience

Associate UX Designer

EVERFI Sep 2022 - Present

- Planning and running usability studies to diagnose user pain points
- Evaluating current and beta platform designs, adding changes and thoughts in an iterative process
- Generating design decisions individually and with platforms team to improve flow and design for teacher, administrator, and student experiences

UX Designer & Clinical Research Coordinator

Boston Children's Hospital Jan 2021 - Present

- Lead UX Designer for New England Metabolic Consortium
- Planning and running usability studies and surveys to diagnose user pain points
- Evaluating and generating design decisions with consortium team to improve design and information architecture for disease resources, protocols, and professional conference
- Aid in quality improvement team projects such as Tonic survey platform for easier patient care feedback

UX Designer

CovEd Mar 2021 - Aug 2021

- Lead UX designer identified opportunities and build strategies to improve usability, memorability, and efficiency across client-facing systems
- Evaluated and generated design decisions with developer team to improve workflows and interactions for static website and mentor & mentee portals
- Aided in planning and running usability studies and deploying surveys to diagnose user pain points in web application flow and existing design patterns

Project Manager

Inca Digital May 2020 - Oct 2020

- Worked directly with CEO, co-CEO, two developers identified opportunities and build strategies improving usability, memorability, and efficiency across client facing profiles
- Evaluated and conducted data analysis on posts and blogs across platforms, improving interactions with content
- Created versatile marketing materials such as overview and tutorial videos
- Managed product timeline and creation of marketing materials, tutorial videos, and animated advert video for product NTerminal based on user analysis from target audience

Freelance

- Current UX Designer for Brighton Bazaar Art Market website and mobile site
- Created logo for Bella's Library, an organization helping children with rare genetic diseases on their medical journey
- Created logo and website for Nerdling Science Education, an organization creating educational videos for high school biology

Education

Tufts University 2016 - 2020

BS: Cognitive Brain Science

Minor: Studio Arts & Art History

Relevant Courses

Human Computer Interaction

Web Development

Data Structures

Photography and the Computer

Statistics for Behavioral Sciences

Experimental Psychology

Skills & Interests

Software

Figma

Sketch

InVision

Adobe Creative Suite

Programming Languages

C++

HTML/CSS/ Javascript/React

Design & Research

Wireframing

Prototyping

User Research

Usability Testing

Information Architecture

Linguistics

English

Hindi

Urdu

Intermediate Japanese

Interests

Rock climbing

Traditional and Digital Artwork

Volunteering/ Community Engagement

Reading