

# 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 - March 2023

- UX Designer working on cross-functional teams to improve flow and design for teacher, administrator, and student experiences with digital education software
- Evaluated current and beta platform designs for usability via usability testing, heuristic evaluation, and UI testing
- Designed and spec new or updated platform features including dashboards and surveys for desktop and mobile to resolve pain points and/ or address new business goals

### UX Designer & Clinical Research Coordinator

**Boston Children's Hospital** Jan 2021 - Sep 2022

- Lead UX Designer for New England Metabolic Consortium
- Planned and running usability studies and surveys to diagnose user pain points
- Evaluated and generating design decisions with consortium team to improve design and information architecture for disease resources, protocols, and professional conference
- Aided 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 Nerding 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