Zarah Yaqub

Product & Visual Designer

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UX designer with a front-end development background who designs end-to-end workflows, wireframes and high-fidelity Figma prototypes. Experienced in user testing, UX audits and data-driven recommendations. I write design specifications and requirements that translate stakeholder needs into development-ready artifacts. I explain design decisions clearly to clients and nontechnical audiences, and I work with AI-assisted prototyping tools (Claude Code, Cursor).

Experience

SunWeb

September 2026 – Present
Dallas, TX

Brand & Product Intern

Redesigned the admin experience for 25 Sunday schools with the founder and developer, bringing scattered functions into one flow estimated to save admins 2.5 hours a day.

Benchmarked comparable platforms, interviewed users and tested the redesign with 6 longtime and new users.

Built a reusable library of 20+ UI components and refreshed the brand, including an animated logo and visual language.

Zarah's Place | Freelance Practice

April 2023 – Present
Dallas, TX

Product & Visual Designer

Gathered client requirements and turned them into wireframes, prototypes and design specifications ready for implementation.

Built a full design system for Strata G Consulting Group (components, visual standards, usage guidelines) to keep the experience consistent across platforms and make development handoff easier.

Created executive presentations and strategic communications for Strata G leadership that kept business messaging clear and consistent.

Produced digital assets for Shado to grow engagement, and tracked how they performed across platforms.

Teesquare

December 2022 – March 2023
Karachi, PK

User Experience Intern

Led user testing to evaluate app usability, performance and engagement across devices.

Documented UX/UI issues and worked with developers to resolve them, improving functionality across multiple devices.

Delivered data-driven findings and prioritized recommendations to stakeholders to improve usability and accessibility.

Sanam Jung

June 2022 – December 2022
Remote

Social Media Manager

Monitored and analyzed engagement metrics across Instagram, YouTube and Wikipedia, and reported insights to guide content strategy.

Coordinated with a cross-functional team to keep content accurate and on schedule across several channels.

Teesquare

June 2018 – August 2018
Karachi, PK

Intern

Led the digitization of print learning materials into structured digital content.

Consulted on app design and user experience for an early-literacy product.

Education

The New School - Parsons School of Design
May 2026
New York, NY
Master's of Professional Studies (MPS), Communication Design (GPA: 3.65/4)

Merit Scholarship Recipient, Published in Framework 105

Relevant Coursework: Typography & Interaction, Methods & Practices, Major Studio 1 & 2

Habib University
May 2025
Karachi, PK
Bachelor of Arts (BA), Communication Design (GPA: 3.58/4)

Competitions & Awards

Parsons X U of Arizona: AI Startup Hackathon 2026 Winner (1st Place)

Figma | FigBuild 2026 Participant

Skills & Workflows

Product Design
UI/UX Design, Interaction Design, Design Systems, User Research & Usability Testing, Information Architecture, User Flows, Rapid Prototyping, Product Strategy

Brand Design
Brand Identity, Art Direction, Visual Language Systems, Motion & 3D Design, Presentation Design, Social & Digital Content, Storytelling

Accessibility
WCAG Standards, Inclusive Design, Accessible Color & Typography, Responsive & Cross-Device Design

Design & Prototyping Tools
Figma (FigJam, Figma Make), Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Framer, Jitter, Blender

Development
HTML, CSS, JavaScript, AI-assisted Coding, Git & GitHub, Vercel

AI & Generative Tools
Cursor, Claude Code, Codex (prototyping & building), Midjourney, Nano Banana, Kling AI (image & motion generation)