

Zarah Cinarli

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QUALIFICATIONS

With over 12 years of experience as a UX/UI Designer, the corner stones of what define my work are: constant curiosity towards optimizing design, an obsession for detail, a love for problem solving, and positive collaboration.

For the past 2.5 plus years I have worked on numerous projects at Charter Communications, most notably within Agent Tools focusing Billing projects. I lead the design team on the billing side through numerous projects with high user success rate that allowed agent to minimize call time, which in turn met business requirements.

Some of the overall skills and experiences that I have accumulated throughout my career in no particular order are:

- Contributed to the development of concepts and solutions that improved the user experience
- An ecstatic enjoyment working with cross functional teams, with a true focus on collaborating with teams to get to efficient designs handed off
- Delivered work that was not only focused on being user-friendly, but also produced positive measurable results for the business
- Lead both google sprints as well as agile sprint to achieve productive hand offs
- Experience identifying opportunities to improve products and managing multiple projects simultaneously
- Worked on Qualitative and Quantitative research studies, moving forward with insights to drive design decisions
- Worked with well known tech companies such as: Verizon (Visible) and KPMG
- Have a serious love for what I do and an endless curiosity for optimization

PROFESSIONAL EXPERIENCE

CHARTER COMMUNICATIONS / LEAD UX/UI DESIGNER

Denver, CO | 2021 - Present

- Lead design effort for internal Agent Tools with a focus on Billing and Repair Agents
- Collaborated with Research, Content Design, Accessibility, Engineering, and Project Management Teams to build a holistic understanding and designs that meet both user and business needs
- Provided mentorship to Designers in creating design concepts that consider UX Best Practices, User Research Findings, Accessibility Needs, Engineering Capabilities, and Business Need

GRAPHITERX / FREELANCE PRODUCT DESIGN

Remote | 2020 - 2021

- Created and maintained a Design System that supported an easy user experience for both Customers and Agents
- Lead the research effort from Discovery, User Testing, and Readout
- Re-envisioned the Customer Agent experience based on research which reduced call times by 3%, significantly decreasing overall business costs

VISIBLE (VERIZON) / PRODUCT DESIGNER

Denver, CO | 2016 - 2020

- Contributed to the development of concepts and solutions that improved the user experience, the product, and the platform
- On a daily and project basis I would cultivate connections across the company with: Project Managers, Front and Backend developers, CRM, Marketing, Care OPs, and Finance teams to ensure that projects moved ahead in a timely manner
- Participated and represent Product Design team within several different pods, which included but was not limited to scrum calls and product design deliverables
- Throughout a project's lifecycle: I lead a 3 or 5 day google design sprint; sketched wireframes on paper; created: personas, user flows, service blueprints, journey maps, experience maps, low fidelity prototypes, high fidelity prototypes; finally designed an experience with impeccable detail oriented user interface
- Lead research projects that included 200+ Co-Creators where we would create 2 surveys within a week and interview the most interesting responders. Then giving clean actionable readouts to stakeholders
- Contributed to product strategy and roadmaps through customer research and design explorations
- Lead team of Interns: advocating UX/UI discovery, creating project plans, and supporting tangible success

KPMG / PRODUCT DESIGNER

New York, NY | 2015 - 2016

- Developed high level storyboards, mockups, and prototypes to effectively communicate interaction and design ideas
- User research in both qualitative and quantitative studies using methods like: User interview, usability testing, A/B testing, card sorting, surveys, concept testing, etc.
- Delivered work that was not only focused on being user-friendly, esthetically engaging, but also produced measurable results using applications such as Zeplin and InVision
- Designed full user centered UI kits for different projects with a focus on data visualization
- On a daily basis in constant contact with product and dev team which was in-house and remote (located across the world) with emphasis on continuity of designs

FORMAT D / PRODUCT DESIGNER

Munich, Germany | 2012 - 2015

- Lead design initiatives for client projects including: concepts, identity, UX/UI design, print collateral, iconography, social media designs, and more based on individual client's needs
- Led re-branding of client brands as well as our in-house agency
- Stayed in constant communication with clients making sure they were comfortable with the direction design was going
- Designed and frontend coded for clients that required basic websites

EDUCATION

MONTSERRAT COLLEGE OF ART

BFA Fine Arts | Graphic Design
Beverly, MA | 2007 - 2011

NIIGATA COLLEGE OF ART AND DESIGN

Study Abroad | Graphic Design
Niigata City, Japan | 2008

SKILLS

DESIGN

UX Design, UI design, interaction design, storyboarding, wire framing, design systems, information architecture, rapid prototyping, data visualization, iconography, Typography

RESEARCH

User interview, usability testing, A/B testing, card sorting, surveys, concept testing,
Qualitative & Quantitative analysis

TECHNICAL

Figma, Sketch, Zeplin, Principle, InVision, After Effects, Photoshop, Illustrator, InDesign, SurveyMonkey

LANGUAGES

ENGLISH

Fluent | Native speaker

GERMAN

Fluent | Native speaker