ZC Product Designer

www.zarahcinarli.com
Denver, CO
845.536.2806
zarah.cinarli@yahoo.com

ABOUT ME

With over 13 years of experience in Product Design field, the four pillars of what define my work are: a constant curiosity towards optimizing user experiences, a detail oriented obsession, a love for problem solving, and stellar collaboration with fellow Designers, Developers, and Project Managers.

For the past 4 years I have been working on numerous projects at Charter Communications, leading the Billing Team on Charter's own Agent Tools application. Working closely with Billing Team business partners, I was able to make deliberate and efficient design decisions, leading discussion, and communicating out to the wider organization such as leaders and fellow coworkers.

PROFESSIONAL EXPERIENCE

CHARTER COMMUNICATIONS / LEAD UX/UI DESIGNER

Denver, CO | 2021 - Present

- Led mobile-first design initiatives for internal Agent Tools used by Billing and Repair teams across the enterprise.

- Managed and mentored a multidisciplinary design team including a junior product designer, content designer, accessibility specialist, and researcher.

- Developed phased product strategies and prototypes that balanced business goals, user needs, and engineering feasibility.

- Advocated for accessibility, research-driven design, and cross-functional collaboration across product, engineering, and leadership teams.

- Championed a user-centered, systems-driven design approach to improve internal workflows and tool adoption.

GRAPHITERX / SENIOR PRODUCT DESIGN

Remote | 2020 - 2021

- Led the design and implementation of a scalable design system to support both customer- and agent-facing mobile experiences.

- Conducted end-to-end UX research including discovery, usability testing, and actionable stakeholder readouts.

- Designed improvements to the customer-agent journey that reduced call times by 3%, significantly lowering operational costs.

- Facilitated Google Design Sprints and collaborated daily with engineering, marketing, finance, and care operations teams.

- Produced high-fidelity mobile prototypes, journey maps, service blueprints, and documentation to support development.

- Managed intern teams and promoted UX education, research planning, and design process best practices.

- Led a rapid research initiative with 200+ co-creators, developing surveys and conducting interviews to inform design direction.

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 mannor

- 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

- Led 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

- Led 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

- Led 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

LANGUAGES

ENGLISH
Fluent | Native speaker

GERMAN
Fluent | Native speaker

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, InVision, After Effects, Photoshop, Illustrator, InDesign, SurveyMonkey