

ZARAH CINARLI

Product Designer

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ABOUT ME

With over 13 years of experience as a product designer, I bring a strategic, human-centered approach to solving complex design challenges. I specialize in simplifying systems, collaborating across disciplines, and delivering intuitive experiences that balance business goals with user needs. Throughout my career, I've worked across telecom, healthcare, e-commerce, and creative industries—always with a strong focus on accessibility, usability, and engineering feasibility.

I believe deeply in crafting designs that feel both functional and emotionally resonant. Inspired early on by visual storytelling and global culture, I draw from both a fine arts background and my lifelong curiosity about technology to create thoughtful, scalable design solutions. Whether mentoring junior designers or collaborating with cross-functional teams, I lead with empathy, precision, and a passion for meaningful product experiences.

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, designing surveys and conducting interviews to inform design direction.

VISIBLE (VERIZON) / PRODUCT DESIGNER

Denver, CO | 2016 - 2020

- Designed and optimized mobile experiences for e-commerce, onboarding (eSIM/IMEI transfer), and account management.
- Collaborated with cross-functional teams to create mobile-first flows aligned with brand and growth strategies.
- Iterated designs based on usability testing and behavioral analytics to improve conversion and retention.
- Supported the launch of Visible's first digital storefront, aligning UX decisions with a fast-paced agile delivery model.

KPMG / PRODUCT DESIGNER

New York, NY | 2015 - 2016

- Created user-centered design solutions for enterprise tools, focusing on data visualization and interaction design.
- Conducted UX research including usability tests, interviews, A/B tests, and concept validation.
- Delivered pixel-perfect UI kits and prototypes using Zeplin, InVision, and Illustrator for global development teams.
- Worked in constant coordination with distributed product and dev teams to ensure design continuity.

FORMAT D / PRODUCT DESIGNER

Munich, Germany | 2012 - 2015

- Led UX/UI and brand design initiatives for international clients and internal agency needs.
- Owned the design of websites, visual identity systems, and social/digital campaigns from concept to execution.
- Provided front-end development support for client websites and maintained consistent client communication.
- Led agency rebranding efforts and established a cohesive visual design language.

EDUCATION

MONTERRAT 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

Native

GERMAN

Native

SKILLS

PRODUCT & UX DESIGN

UX Design · UI Design · Interaction Design · Mobile UX (iOS & Android) · Mobile-First & Responsive Design · Accessibility (WCAG) · Design Systems · Multi-Fidelity Prototyping · Visual Design · Typography · Iconography · Storyboarding · Wireframing · Information Architecture · Data Visualization

USER RESEARCH & STRATEGY

User Interviews · Usability Testing · Accessibility Research & Testing · A/B Testing · Concept Testing · Card Sorting · Mixed Methods Analysis · Experience Mapping · Journey Mapping · Service Blueprints · Experimentation · Data-Informed Design Decisions · Product Thinking · Agile Discovery & Iteration

LEADERSHIP & COLLABORATION

Design Mentorship · Cross-Functional Collaboration · Executive Stakeholder Communication · Design Sprint Facilitation · Phased Delivery Planning · Design Operations · Ambiguity Navigation · Rapid Iteration · Design Documentation & Handoff · Collaboration with Research, Engineering & Content

TOOLS

Figma · InVision · ProtoPie · Adobe XD · FigJam · Photoshop · Illustrator · After Effects · InDesign · SurveyMonkey · Zeplin