



ZARA ABRAHAM

ZARAABRAHAM.COM

T: 714 306 4003 // E: zarabraham@gmail.com // R: Seattle WA

EDUCATION

- 2019 - 2020 **MASTERS OF HUMAN COMPUTER INTERACTION + DESIGN**
The University of Washington, Seattle WA
- 2011 - 2014 **BACHELOR OF FINE ARTS DIGITAL ARTS**
Chapman University, Orange CA
- 2010 - 2011 **FOUNDATION CERTIFICATE IN ART AND DESIGN**
Central Saint Martins College of Art and Design, London UK

EXPERIENCE

- 2019 - Present **UX DESIGNER AND SOCIAL MEDIA COORDINATOR**
MHCI+D, The University of Washington, Seattle WA
- Developing content strategies for the Masters of Human Computer Interaction + Design social media channels.
 - Created new avenues of multimedia marketing including audio, video and interactive social media engagement.
 - Responsible for Increasing overall follower retention by 45% in the 3 quarters.
- 2017 - 2019 **PRODUCT DESIGN TEAM LEAD**
HABIT Lab, Stanford University School of Medicine, Palo Alto CA
- Designed and shipped the pilot application for a Richard King Mellon Foundation Funded research project called Preterm Connect. A social network and educational resource app for mothers of preterm infants. my role included:
- Conducted user research and 20+ interviews with low income mothers in California and Pennsylvania.
 - Designed multiple interactive prototypes for usability studies.
 - Worked with front and back-end developers to launch MVP web application packaged for iOS and Android in the first year.
- 2014 - 2017 **UX DESIGNER**
HABIT Lab, Stanford University School of Medicine, Palo Alto CA
- Responsible for the user experience and interface of an NIH New Innovator research app called Plaquemonster, A virtual pet mobile game that encourages children 6-10 to brush and floss their teeth everyday. My role included:
- Illustrated all pet graphics, story-line and all visual assets.
 - Designed user flows, diagrams and interactive prototypes.
 - Launched web application packaged for iOS and Android after 2 years in development.

ABOUT ME

I am a user experience designer with 5 years of UX experience. I have a background in animation and a passion for designing for delightful technology with feasible systems. I am expanding my skill sets in user research and design methods at the Masters of Human-Computer Interaction and Design program at the University of Washington.

SKILLS

Interaction Design
Visual Design
3D Asset Creation
Illustration
Motion Design
User Research
Usability Studies

TOOLS

Figma
Sketch
Photoshop
Illustrator
After Effects
Premier Pro
Autodesk Maya
Z-Brush
Protopie
Unity
Unreal Engine 4