



ZARA ABRAHAM

ZARAABRAHAM.COM

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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

- 2020 - Present **UX DESIGNER**
Dexcom Inc, San Diego CA
- Designing user flows and building interaction design specifications across digital products.
 - Working closely with developers to implement design updates.
- 2019 - 2020 **UX DESIGNER AND SOCIAL MEDIA COORDINATOR**
MHCI+D, The University of Washington, Seattle WA
- Developed strategies and created new avenues for multimedia marketing, including audio, video and interactive social media.
 - 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
Responsible for product management and user experience of 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:
- Conducting user research and 20+ interviews with low income mothers in California and Pennsylvania.
 - Designing multiple interactive prototypes for usability studies.
 - Working 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 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:
- Illustrating all pet graphics, story-line and all visual assets.
 - Designing user flows, diagrams and interactive prototypes.
 - Launching web application packaged for iOS and Android after 2 years in development.

SKILLS

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

TOOLS

- Figma
- Sketch
- Abstract
- Overflow
- Photoshop
- Illustrator
- After Effects
- Premier Pro
- Autodesk Maya
- Z-Brush
- Blender
- Protopie