

Yousuf Zia

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Education

University of Waterloo
Systems Design Engineering
Sep '21 - Apr '26

Relevant Courses: SYDE 223 (Data Structures & Algorithms), MSE 343 (Human-Computer Interaction), MSE 446 (Intro to Machine Learning), SYDE 542 (Interface Design), SYDE 543 (Cognitive Ergonomics)

Experience

Groq
Product Designer
May '25 - Dec '25

- **Built GroqCloud's design system** by consolidating color conventions from 30 → 14, and creating a robust component library that unified the platform's visual language across devices and breakpoints.
- Designed key features including LoRA management interface, usage dashboard, AI-powered docs search (cmd+k), and mobile modals.
- Contributed directly to the codebase, **shipping UI polish, animations, and new features** to bridge design and engineering workflows.

Klarify
Lead Designer
Sep '24 - Sep '25

- **Sole designer for a mental health AI platform**, designed all user-facing screens including the overview page, recording flow, settings, and KlarifyGPT assistant for a mental health AI platform.
- Shipped a full website redesign and updated marketing suite (ads, conference assets, social) in one week for product launch.
- Created **design system and brand language from scratch**, establishing patterns used across product and marketing workflows.

Interface Design Lab
UX Intern
Jan '24 - Apr '24

- Designed an EHR interface for glaucoma detection, integrating Explainable AI visualizations to improve clinical trust and diagnostic accuracy.
- **Co-authored a research paper** on multimodal vs. unimodal AI system acceptance in healthcare, presented at academic conferences.
- Led **20+ user research sessions** with optometrists, synthesizing insights into actionable design improvements for healthcare workflows.

Freelancing

Phia
Growth Designer
Sep '25 - Dec '25

- Reimagined the onboarding experience through competitive analysis and iterative testing, **introducing new design patterns** such as progress indicators, personalization and more across the product.
- Identified activation friction using **PostHog recordings and A/B tests**; improved conversion through clearer instructional design.

Bronco AI
Product Designer
Jan '24 - Dec '24

- **Led 0→1 product design** of an Electronic Resource Management Platform, defining information architecture, and feature specifications.
- Designed **3-4 new features monthly**, creating Figma prototypes for client demos that helped secure partnerships and boosted sales.

Leadership

UW/UX
Co-President, Design Team
Jan '24 - Present

- Led the University of Waterloo's largest design club, with included 20+ members per semester for 8 months.
- Hosted the **largest designathon in the K-W region** in 2024, with over 200 signups from university students.
- Partnered with Figma to run a collaborative workshop on motion design with 150+ attendees.