

Zafar Peeran

PRODUCT DESIGNER

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EDUCATION

UNIVERSITY OF MINNESOTA - TWIN CITIES

Bachelor of Arts - Economics '23

Minor - User Experience Design

EXPERIENCE

PAAQ

Market Research Intern, November 2019 - June 2020

- Collaborated with the founding team for paaq, a contemporary brand focused on telling the stories of South Asia.
- Analyzed market trends and customer demand using competitor brands and responses from social media
 - Examined metrics from past releases and applied strategic changes to future releases to obtain a larger target audience.
- Developed marketing strategies that focus on strategic partnerships with key influencers
 - Networked with multiple South Asian social media influencers to curate posts that generated engagement with both of our audiences.

PROJECTS

HealthU

HealthU is a service that aims to raise the priority of students' mental health and wellbeing in higher education. As part of a course curriculum, I was tasked with redesigning or creating a service that solves a problem for students of higher education.

- Conducted user research through surveys and interviews.
- Created journey maps and wireframes that were based off of user research and findings.
- Created app prototype from user feedback in usability studies.

Toxicity - A Study

Toxicity in gaming has been around since many of us have begun our journeys in games. A friend and I set out to improve the player experience of our favorite game, Valorant.

- Developed survey to determine pain points and issues in user base.
- Interviewed survey participants to gain a deeper understanding for how users felt using the product.
- Utilized findings to develop potential solutions and mockups.

Hoop Radar

Hoop Radar is a passion project that my classmates and I were instructed to design during a course in University. Hoop Radar is an app that brings all things NBA to a central location.

- Conducted user survey and interviews to determine our target consumer base.
- Developed personas, conducted ideation phase with competitive analysis and similar tools
- Refined prototypes based on results from usability studies.

SKILLS

Microsoft Office, Photoshop, Lightroom, Illustrator, InDesign

Figma and Adobe XD

HTML and CSS

Astro