Zafar Peeran

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peeran.me

EDUCATION

University of Minnesota - Twin Cities   **May 2023**

Bachelor of Arts in Economics, User Experience in Design   *Minneapolis, MN*

WORK EXPERIENCE

paaq   **November 2019 – July 2020**

Market Research Intern   *Los Angeles*
- 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 und 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 und interviews
- Created journey maps und 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 journey in games. I, with the help of a partner, 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 concept that brings all things NBA to a central location.
- Conducted user surveys to determine our target consumer base.
- Developed personas, utilized competitive analysis, to understand competitors in the product space.
- Refined prototypes based on results from usability studies.

SKILLS

Microsoft Office

Photoshop, Lightroom, Illustrator, InDesign,

Figma and AdobeXD

HTML and CSS

AstroJS