

# Zafar Peeran

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Los Angeles, CA

peeran.me

## EDUCATION

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**University of Minnesota - Twin Cities**

**May 2023**

*Bachelor of Arts in Graphic Design, User Experience in Design*

*Minneapolis, MN*

## WORK EXPERIENCE

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**Persius Creative**

**February 2023 – May 2023**

*Design Associate Intern - Los Angeles*

- Supported design team in various stages of projects, including conceptualization, design development, and production.
- Conducted research and gathered inspiration to inform design concepts and approaches.
- Assisted in preparing and delivering presentations to clients, effectively communicating design ideas and concepts.
- Participated in team meetings and design critiques, providing constructive feedback and contributing to the iterative design process.

**paaq**

**November 2019 – July 2020**

*Market Research Intern - Los Angeles*

- Collaborated with the founding team for paaq, a contemporary brand highlighting the stories of South Asia
  - Increased collaboration efforts by 30% to ensure a comprehensive understanding of the brand's vision and objectives.
- Conducted in-depth analysis of market trends and consumer demand by researching competitor brands and gathering insights from social media platforms
  - Insights from social media platforms resulted in a 15% increase in consumer demand and sales in the next release
- Leveraged past release metrics to identify strategic opportunities for future product releases and expanding the target audience
- Developed and executed marketing strategies focused on establishing strategic partnerships with key influencers
  - Established partnerships with 5 key influencers, resulting in a 40% increase in brand visibility
- Engaged with multiple South Asian social media influencers to curate engaging posts that resonated with both of our audiences

## PROJECTS

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**Usability Test Session**

- Led and conducted comprehensive usability testing sessions for a web application.

- Analyzed and synthesized qualitative and quantitative data collected during usability testing, producing actionable insights and recommendations.
- Streamlined the usability testing process by introducing automated tools and efficient documentation methods, reducing testing time by 20% and enhancing team productivity.
- Presented usability testing findings and recommendations which showcased the entire testing process.

#### **HealthU**

- Created a service to address mental health and well-being priorities for higher education students, as a university course project.
- Conducted user research through surveys and interviews.
- Created journey maps and wireframes that were based on user research and findings.
- Developed app prototype incorporating user feedback from usability studies.

#### **Toxicity - A Study**

- Collaborated with a partner to improve the player experience in *Valorant* by addressing toxicity issues.
- Developed a survey to identify pain points user issues.
- Conducted interviews to gain deeper insights into user experiences.
- Utilized findings to develop potential solutions and mockups

#### **Hoop Radar**

- Hoop Radar, an NBA-centric app concept, as a university course project
- Conducted user surveys to identify the target consumer base.
- Developed personas and performed competitive analysis to understand the product space
- Iteratively refined prototypes based on usability study results.

### **SKILLS**

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Microsoft Office

Photoshop, Lightroom, Illustrator, InDesign,

Figma and AdobeXD

HTML and CSS

AstroJS