
ZAFAR SAHEL

PRODUCT DESIGNER | UX/UI DESIGNER

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PROFESSIONAL SUMMARY

Product Designer with 7+ years of combined experience across UX/UI, visual design, responsive web design, motion, and digital media. I translate user and business needs into accessible digital experiences through research, information architecture, wireframing, prototyping, interaction design, and usability testing. My cross-cultural perspective and strong visual judgment help me collaborate effectively and design for people with different experiences, expectations, and abilities.

CORE SKILLS

Product discovery, UX research, user interviews, competitive analysis, research synthesis, personas, empathy mapping, journey mapping, information architecture, user flows, task flows, wireframing, rapid mockups, high-fidelity UI, interaction design, prototyping, usability testing, accessibility and WCAG, responsive web design, mobile design, design systems, stakeholder collaboration, developer handoff

PROFESSIONAL EXPERIENCE

Freelance Product & UX Designer

Self-Employed, California | 2023 - Present

Create responsive websites and product concepts from early discovery through polished prototypes and organized handoff assets.

- Translate client and user needs into competitive research, information architecture, user flows, wireframes, and interactive Figma prototypes.
- Review usability, navigation, accessibility, and content hierarchy; iterate responsive interfaces and reusable components.
- Present design rationale, incorporate stakeholder feedback, and use rapid prototyping and AI-assisted workflows to explore solutions.

Product & Graphic Designer

TOLO TV / Moby Group, Kabul, Afghanistan | 2014 - 2017

Created digital graphics, interface concepts, broadcast packages, and promotional experiences for Afghanistan's largest media network.

- Translated creative briefs and audience needs into visual concepts, storyboards, interface mockups, and production-ready assets.
- Applied typography, information hierarchy, layout, branding, and motion principles to communicate complex information clearly.
- Collaborated with producers, editors, marketing teams, and technical partners to refine work through feedback and production reviews.
- Developed reusable visual elements and organized asset libraries to strengthen consistency across programs and campaigns.
- Managed concurrent projects and delivered motion graphics, title sequences, transitions, and digital content under broadcast deadlines.

SELECTED PRODUCT DESIGN PROJECTS

Moving On

Responsive Web UX Case Study | Solo Designer | 6 weeks

Designed a privacy-first breakup-support experience for anonymous venting, platonic connection, healing tools, and community events.

- Led research, information architecture, wireframing, visual design, prototyping, and usability testing from end to end.
- Conducted five moderated sessions and refined confusing labels, optional profile fields, and photo-upload hierarchy based on observed behavior.

ParkPal

Mobile Product Design Case Study | Solo Designer | 9 weeks

Designed six connected workflows for parking restrictions, payment, session extensions, reservations, ticket disputes, and tow lookup.

- Used driver conversations, competitive analysis, app reviews, and online research to identify fragmented parking experiences.
- Facilitated five moderated usability sessions and revised product architecture, payment interactions, and session-management flows.

Share Plate

Mobile UX Case Study | Lead UX Designer | 10 weeks

Designed a food-resource experience focused on trustworthy availability, clear eligibility information, language access, and fewer wasted trips.

- Co-conducted five interviews and analyzed 32 survey responses; led synthesis, personas, journey mapping, information architecture, user flows, UI, and prototyping.
- Tested eight tasks with seven participants in Maze and used misclick patterns and task-time evidence to recommend clearer labels and navigation.

DESIGN TOOLS & TECHNICAL SKILLS

Figma, FigJam, Adobe Creative Suite, Photoshop, Illustrator, After Effects, Premiere Pro, Cinema 4D, basic HTML, basic CSS, AI-assisted research, rapid ideation, content refinement

EDUCATION & CERTIFICATIONS

Associate of Arts (A.A.), Digital Art

Diablo Valley College | 2019 - 2023

Google UX Design Professional Certificate

Coursera | 2025

AI Essential Skills Certificate

Coursera | 2025

LANGUAGES

English - Fluent | Dari/Farsi - Fluent | Pashto - Fluent | Urdu - Limited proficiency

ADDITIONAL INFORMATION

U.S. citizen. No employment sponsorship required. Open to remote, hybrid, and on-site opportunities.