

Zarah Yaqub

Product Designer

zarahyaqubdesign@gmail.com | zarahyaqub.com | [Linkedin.com/in/zarahyaqubdesign](https://www.linkedin.com/in/zarahyaqubdesign)

Education

The New School |

Parsons School of Design

Master's of Professional Studies (MPS)
Communication Design
Class of 2026

Habib University

Bachelor of Arts (BA)
Communication Design
Class of 2025

Awards & Competitions

Parsons X U of Arizona: AI Startup Hackathon

1st Place

Figbuild 2026

Participant

Workflows

AI & Generative

Bachelor of Arts (BA)
Communication Design
Class of 2025

Design

UI/UX, Motion, and 3D Design
Figma, Adobe Creative Suite, Framer, Blender

Development

HTML, CSS, Javascript

Experience

Freelance | DEC 2025 - CURRENT

Designer

- Created effective design solutions to translate and execute client visions.
- Developed a comprehensive design system for Strata G Consulting Group, ensuring visual consistency across platforms.
- Created presentations, design assets, and brand language for Strata G to support clear and cohesive communication.
- Produced social media graphics and creative assets for Shado, an open-sourced content provider for operating global companies or VCs funds. to strengthen digital presence and increase user engagement across platforms

Teesquare | DEC 2022 - MAR 2023

User Experience Consultant

- Led user testing initiatives to evaluate app performance, usability, and engagement.
- Diagnosed and resolved UX/UI issues, improving functionality across multiple devices.
- Provided data-driven recommendations to enhance overall user experience and accessibility.

Teesquare | JUNE 2018 - AUG 2018

Intern

- Created digital content for early literacy development
- Headed digitization of worksheets and other content
- Consulted on app design and overall user experience of Team Taleem

Notable Projects

Iris | FEB 2026

Brand & Product Designer

- Built design systems for AR experiences, leveraging AI to rapidly prototype and iterate
- Developed brand identity for a future-forward AI company, including logo design and visual language
- Translated vision into award-winning storytelling and presentation