

ZOHRA BARAMA

IA/UX Design

Professional User Experience Designer with a demonstrated history of working in both marketing, advertising, and enterprise industries. Empathetic designer passionate about creating great digital experiences for enterprise and ecommerce users. Skilled in crafting digital experiences and stories. Strong Information Architecture background with a Bachelor of Science (BS) in Computational Media from the Georgia Institute of Technology.

Professional Experience

Associate Experience Design Director • Razorfish

July 2021 – January 2024

Responsible for working closely with clients and stakeholders to collaborate on SaaS and creating a Salesforce Lightning CMS. Lead UX for the holiday promotion for a major cellphone provider. Collaborated closely with a cross-disciplinary team in SAFe Agile to deliver sprints on time. People management experience with one direct report.

Senior User Experience Designer • ADP

Nov 2019 – July 2021

Created adaptive and responsive websites for SaaS and Enterprise tools. Design and implement a new online Client Portal for ADP PEO, which helps guide users through the complex application and underwriting processes to become a TotalSource customer. Gained experience presenting and selling work to senior leadership and stakeholders within ADP.

Senior User Experience Designer • Launch XD

April 2019 – September 2019

Lead a UX team to create responsive and adaptive websites as well as digital experiences. Capable of forming effective UX Strategies, user stories and personas, and system journeys. Created and designed user testing strategies and wrote out user testing plans. Lead user testing sessions and analyzed feedback. Regularly presented work and strategies to clients and leadership.

Senior Experience Designer • SapientNitro

June 2014 - April 2019

Worked with cross-disciplinary teams to create modular and responsive designs for desktop and mobile websites as well as other digital experiences. Created and administered user researcher tests. Comfortable leading and presenting tracks of work. Created wireframes and functional requirements, delivered mockups and prototypes of designs, and defined requirements with stakeholders.

Student Assistant • Georgia Institute of Technology • Aug 2012 – Jan 2014

Responsible for creating and maintaining blog posts for School of HTS, along with filing confidential documents. Created presentations and posters for events at the School of HTS.

Skills

Design

UX Design
Information Architecture
User Centered Design
Responsive/Adaptive Design
Interaction Design
Wireframing
Personas/Journeys

Soft Skills

User Research/Testing
Leadership
Organized
Communication

Technical

Sketch
Figma
Prototyping

Certifications

SAFe Agile 5.0

Volunteering

Georgia Tech Mentor Jackets •
2015 - Present

Sapientrazorfish Pride Group •
2016 - April 2019
Co-leader for Pride group

Education

B.S. Computational Media
Georgia Institute Of Technology •
2015
Core curriculum courses included
Principles of Visual Design, User
Interface Design, UX Design, and
Object-Oriented Programming.