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Zehra Jaffrey, Product Designer

Curious thinker who untangles complex enterprise systems and builds in code, using AI to get from idea to engineering-ready prototype faster.

Experience

Product Designer, **Paramount Skydance**

March 2026 - Present

- Designing an **ad sales OMS** unifying Paramount's various platforms like CBS broadcast, Pluto TV, and Paramount+, and cable , applying an **AI pipelines** for rapid iteration in **agile sprints.**
- Defining **end-to-end workflows across a complex, multi-channel ad stack** in close collaboration with product and design.
- **Built the Vantage Figma component library** and QA'd dev builds against design, keeping 14 screens true to spec.
- **Presented in cross-team reviews** with **interactive prototypes** to product and engineering to drive alignment on design decisions.

Product Designer, **Tilli Software**

Feb 2025 - Jan 2026

- **Redesigned and deployed** the company website using an **AI-assisted workflow (Claude, Vercel, GitHub)**, cutting engineering build time by ~60% and driving ~75% YoY traffic growth.
- Owned end-to-end UX strategy across **3+ enterprise fintech products**, unifying them into a cohesive, workflow-driven platform.

Product Designer Intern, **Tilli Software**

Sept 2024 - Feb 2025

- Designed a **mobile-first consumer payment portal** (20+ screens) for enterprise utility clients, covering OTP auth, invoice batching, and large transactions.
- Built a **multi-product design system** (15+ components, tokens, patterns) aligned with engineering constraints to support long-term production readiness.

Design Director and UX/UI Designer Intern, **Hack4Impact**

Sept 2022 - May 2024

- Managed **8 designers across 4 client projects**, shipping accessible, responsive interfaces using Lean UX and Agile — improving usability by 55%.
- Led **4 design workshops for 50+ attendees**, contributing to 120+ new student signups and building a culture of user-centered practice.

Education

University of Maryland, B.S. Information Science

Sept 2021 – May 2025 · College Park, MD

Toolbox

Design: Interaction Design · Information Architecture · Design Systems · Usability Testing · A/B Testing · Accessibility (WCAG 2.1) · Agile · Wireframing & Prototyping · SaaS Products · Cross-functional Collaboration · Design Handoffs · Vibe Coding

Tools: Figma · Framer · Webflow · HTML/CSS · JavaScript · Claude · Cursor · Vercel · GitHub · Datadog · Jira · Loveable