Sohara Zafar

✉ zafarsohara@gmail.com   in soharazafar   🔗 soharazafar.com   password: Jellyfish

I have demonstrated impact in SaaS, B2B, and LMS. My skills include UX for web and mobile applications, interaction design, accessible & inclusive design, and in tackling ambiguous problems that affect 100,000+ users.

Project Manager (Learn Labs & Xu Media Lab)

Harvard Graduate School of Education |Leading institution advancing innovation in education   10/2024 - Present

Leading project management efforts across a consortium of five labs, coordinating recruitment efforts including partnerships across educators, schools, districts, and researchers. Other responsibilities include: Managing internal databases, public facing profiles, coordinating with researchers, and ensuring the Xu Lab's projects— including topics such as children's trust and safety in AI and AI biases against bilingual children adhere to project roadmaps.

UX/UI Designer

Harvard Law School |World-class institution for legal education and leadership development   10/2024 - Present

Planning, researching, and executing the creation of the Negotiation Work platform for Harvard Law School, including a new initiative. Other responsibilities include: Developing user-centric designs that facilitate involvement and interaction for all target groups including students, faculty, global professionals, and high-profile stakeholders.

UX/UI Designer

Emerson Collective | Organization advancing equity in education, immigration, and climate   03/2023 - 12/2023

Led design for 4 distinct platforms within education and immigration verticals, creating unique brand identities and continued development of design system
Key Impacts: Developed data dashboards, AI chatbots, data visualizations, map interactions, and mobile designs using Material. Achieved 74% retention rate after 1 month of signup; WAU/MAU of 37%.

UX Product Designer (Platforms Team)

EVERFI | Edtech firm offering digital learning in adult financial literacy and K-12 education   09/2022 - 03/2023

Designed client-facing products and internal tools in an Agile/Scrum environment with platforms team for over 750,000 users and 50,000+ public schools
Key Impacts: Designed desktop and mobile dashboards, surveys on children's learning experience, and recommendation feature for finance courses. Reviewed EverFi's UI with Director of UX & Senior UX Researcher, providing recommendations for design system that adheres to usability standards resulting in the ISTE seal of approval, naming us one of the most accessible educational platforms in US

Product Designer & Clinical Research Coordinator

Boston Children's Hospital | World-renowned hospital specializing in pediatric care and research   01/2021 - 09/2022

Ran usability studies and surveys with users to identify and address pain points for one of the leading public websites for rare metabolic diseases in America for children and their families.
Key Impacts: Led end to end design of a successful redesign resulting in ROI of 64% increase in web traffic, 10% increase in time spent on each page, and a 10% decrease in bounce rate. Gathered, defined, and translated high level design problems to create an improved design, flow, and information architecture for disease resources

---

Education

Harvard University; M.Ed. Learning Design Innovation & Technology (2025)
Tufts University; B.S. Cognitive Brain Science; Minors in Studio Arts & Art History

Skills

Tools: Figma, Adobe Creative Suite (PhotoShop, Illustrator), Miro, Dovetail, Slack
Skills: Human Computer Interaction, User-Centric Design, Design Thinking, Interaction Design, Wireframing & Prototyping, Responsive Design, Agile & Scrum methodologies, Accessibility & Inclusive Design, Data-Driven Design, Collaboration with Product & Engineering, Qualitative and Quantitative Research Methods, and Design-Based Research