



ZAHRA LANGFORD

Problem-solving interaction designer with a broad range of experience in web, device and print design. Accomplished in crafting elegant design solutions on a solid foundation of research and analysis. Seeking a position at an organization where a conscientious and process-oriented designer can make significant contributions.

www.zahralla.com
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Expertise

Device and Web
User Interface Design
Print Design

Research/Analysis

Card-Sorting
Competitive Analysis
Contextual Interviewing
Focus Groups
Heuristic Evaluation
Lean Six Sigma Tools
Personas and Scenarios
Prototyping
Survey Design
Task Analysis
User Testing
Work Practice Methods

SELECTED ACCOMPLISHMENTS

- **Helped customers make more informed health care choices** at the largest northwest health insurer by re-engineering their Explanation of Benefits statement
- **Ranked in the top 100 "Beautiful osCommerce" website list** for the design and implementation of www.hedonistchocolates.com
- **Contributed to a 10% market share increase for Xerox FreeFlow Print Server: Version 6** by coordinating a research campaign that informed design and feature improvements
- **Increased student applications to a graduate school** at the University of Michigan by leading the research, design and implementation of the program's new website
- **Reduced web application deployment time 20%** for clients like Dooney & Bourke and Diamond.com by creating a suite of process documentation at Wish Solutions, Inc.

EXPERIENCE

Interaction Designer, Innovation Group at Xerox Corp.

2009 – present, Rochester NY

Connect innovation to people through user research, user interface design and usability evaluation. Help colleagues visualize their ideas in leading-edge projects; build scenarios, task analysis and requirements lists for new applications; design and create prototypes for mobile and web applications; review existing applications for usability using heuristic evaluation, interview, survey and user testing techniques; manage design resources in India.

Brand Champion and Co-Founder, Hedonist Artisan Chocolates

2007 – present, Rochester NY

Build a profitable company, specializing in handmade chocolate truffles, from the ground up. Create an engaging brand; conceptualize new products and flavors; design, implement and optimize an e-commerce website at www.hedonistchocolates.com; plan marketing campaigns; design and write marketing collateral; connect with customers via social media such as Facebook and blogging.

Design Analyst, Global Services at Xerox Corp.

2007 – 2009, Rochester NY

Consulted with external clients to increase usability and production efficiency of their customer-facing documents. Participated in requirements gathering with stakeholders; researched client's brand and print production environment; led customer focus groups and team storyboarding sessions; iteratively designed and prototyped documents for multiple scenarios; created technical specifications for production.

User Interface Designer, Industrial Design/Human Interface at Xerox Corp.

2005 – 2006, Rochester NY

led or contributed to interdisciplinary teams designing overall look, feel and features for production printing application FreeFlow Print Server and office multifunction device WorkCentre 7655. Planned and participated in focus groups and usability tests; performed competitive and heuristic evaluations; created prototypes, behavior specifications and icons; engaged with software development team members in an Agile/Scrum environment.

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EXPERIENCE, continued

Applications

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Microsoft PowerPoint
Microsoft Word
Quark Xpress

Languages

HTML/CSS
PHP/mySQL

Operating Systems

Macintosh
Windows

Associations

Business Association of the
South Wedge Area
Fine Chocolate Industry
Association
Special Interest Group on
Computer-Human Interaction
Usability Professionals
Association

Multimedia Designer, University of Michigan

2003 - 2005, Ann Arbor MI

led research, design, evaluation and implementation of two major projects for the School of Information: the redesign of the school's website at www.si.umich.edu, and the creation of an interactive CD ROM that provided information about the school to prospective students. Gathered requirements using competitive analysis, surveys and contextual interviews; evaluated projects using paper prototyping and usability tests; implemented designs using HTML/CSS and multimedia software.

Freelance Designer

2001 - 2003, Santa Cruz CA

Designed print pieces and web sites for a variety of clients from individuals to state agencies. Gathered requirements; scoped and planned projects; generated concepts; implemented final designs.

Three Positions, Wish Solutions Inc.

1999 - 2001, Campbell CA

Product Development Manager

Managed product development for a startup company whose primary product was a wish list application for retail web sites. Engaged internal business development and engineering teams to plan and implement ongoing usability and feature enhancements for the application; guided clients through the application deployment process.

Web Development Manager

Supervised a team of four designers responsible for web application implementation and customization. Increased product flexibility and streamlined production process; coordinated with internal teams to manage ongoing projects; created product documentation.

Web Designer

Implemented and customized the user interface of the company's web application. Designed and produced HTML pages/emails, graphics and banner ads; standardized application's HTML code base.

Graphic Designer, Serra Tile & Stone Inc.

1998 - 1999, Santa Cruz CA

Created a brand identity and designed marketing collateral for a luxury residential tile contractor. Projects included logo, stationary, website and promotional materials.

Costume Designer, City Lights Theatre Co.

1997 - 1998, San Jose CA

Designed costumes for a non-profit theatre company known for producing experimental works. Co-created a visual language for each production with the director and production designers to enhance script themes; sketched character concepts; sourced or constructed clothing and accessories.

Project Manager, Chitungwiza Integrated Youth Survival Alternative Project

1997, Chitungwiza, Zimbabwe

Coordinated projects and project funding for a non-governmental organization dedicated to empowering youth with technical, business, leadership and advocacy skills.

EDUCATION

Master of Science in Information, Human-Computer Interaction

University of Michigan School of Information

Bachelor of Arts in Theater Arts, Design

Santa Clara University

Magna Cum Laude

Phi Beta Kappa