

Hey there! I'm Zerin Zaker.

Designing with passion, creativity, and a touch of magic—I'm your go-to for stunning **UI/UX, brand, and product designs**. Let's turn ideas into visually captivating realities!

Experience



Senior Designer Lead | Zikra Infotech
January 2023 - Present

Sheridan, USA

Led design projects for various digital platforms, resulting in a 30% increase in user engagement.

Collaborated with cross-functional teams including engineering, PMs, and content design to integrate comprehensive design solutions.

- Mentored junior designers, enhancing team productivity by 25% through targeted training and development initiatives.

Developed and maintained a design system that ensured consistency across all company products, reducing design and development time by 30%.

- Presented design concepts to stakeholders and received approval for strategic design changes that improved product market fit.
- Utilized data-driven insights to drive design decisions, leading to a 25% increase in the adoption of new features.



Graphic Designer | AIUB Computer Club
June 2020 - May 2022

Dhaka, Bangladesh

Developed and maintained a design system that ensured consistency across all company products, reducing design and development time by 30%.

Presented design concepts to stakeholders and received approval for strategic design changes that improved product market fit.

- Utilized data-driven insights to drive design decisions, leading to a 25% increase in the adoption of new features.



Designer | United International University
January 2019 - May 2022

Dhaka, Bangladesh

Improved the university's visual communication by 20% through strategic design initiatives.

Facilitated multiple design workshops, boosting department productivity by 25%.

Led the creation of promotional materials and branding efforts, enhancing the university's public image.

Freelance Graphic Designer
January 2018 - December 2020

Dhaka, Bangladesh

Completed over 100 projects, significantly enhancing client engagement by up to 70%.

Specialized in web design, branding, and promotional materials for diverse clients.

Developed and implemented design strategies that contributed to an overall client satisfaction.

Volunteering



Lead Designer | AIUB Computer Club, American International University-Bangladesh

Led a team of designers to create promotional materials and branding for university events, increasing event participation by 20%.

- Conducted design workshops for club members, enhancing their design skills and fostering a collaborative environment.



Event Coordinator | Tech Fest, United International University

Organized and managed a major university tech festival, coordinating with multiple departments and external vendors to ensure a successful event.

Designed and executed marketing campaigns that increased attendee engagement and participation by 30%.

Awards and Achievements

Dean's List Honors

- Recognized for earning a CGPA of 3.80 during the Fall 2020-2021 semester at American International University-Bangladesh.

Finalist at Bangladesh Blockchain Olympiad 2022

- Led a team that developed an identity management system, achieving finalist status in the Bangladesh Blockchain Olympiad 2022.

Research Paper on Diabetic Management System

- Co-authored a research paper on a diabetic management system, which was designed by me and submitted and presented at a conference.

Details

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[LinkedIn](#)

Skills

Product:

Design Sprints, Product Strategy, Market Research, Data Analysis

Visual:

Typography, Layout, Grid System, Color Theory, Design Systems, Brand Identity

Design & Research:

UI/UX Design, Brand Designing, Product Designing, Graphic Design, Web Design, Motion Graphics, 3D Modeling, Interaction Design, Visual Design, Prototyping, Ideation, Affinity Diagramming, User Interviews, Stakeholder Analysis

UX Design:

UI/UX Design, Brand Designing, Product Designing, Graphic Design, Web Design, Motion Graphics, 3D Modeling, Interaction Design, Visual Design, Prototyping, Ideation, Affinity Diagramming, User Interviews, Stakeholder Analysis

Programming:

HTML, CSS, JavaScript, Python

Tools:

Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign, Premiere Pro), Figma, Canva, Blender, Filmora, Capcut, WordPress.

Education

American International University-Bangladesh (AIUB)

October 2018 - December 2023

BSc in Computer Science and Engineering

Major: Software Engineering

