

# Zoha Kharratha

Data-Driven UI & Product Designer, Digital Communication Specialist

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## Summary

Product Designer with a background in digital communication, visual design, and data-driven interface development. Experienced across the full product design cycle, from research and problem framing through prototyping and iterative delivery, with a particular focus on Business Intelligence interfaces, dashboard design, and complex analytical products. Combines visual craft with product thinking to translate diverse user and business needs into structured, scalable design solutions. Actively exploring how AI and behavioral analytics can enhance decision-making in digital products.

## Education

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| <b>Master's Degree in Digital Communication (Media, Multimedia)</b><br>Università degli Studi di Pavia, Pavia, Italy                  | <b>2024 - Present</b> |
| <b>Double Bachelor's Degree; B.A. Languages for Business &amp; B.Sc. Management</b><br>Università degli Studi di Pavia, Pavia, Italy  | <b>2021 - 2024</b>    |
| <b>Bachelor of Fine Arts in Visual Communication (Graphic Design)</b><br>Islamic Azad University, Central Tehran Branch, Tehran, Iran | <b>2018 - 2022</b>    |
| <b>Associate Degree in Painting &amp; Fine Arts</b><br>University of Tehran, Tehran, Iran                                             | <b>2018 - 2020</b>    |

## Professional Experience

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| <b>Università degli Studi di Pavia - Pavia, Italy</b><br><b>UX &amp; Digital Services Assistant</b> <ul style="list-style-type: none"><li>Audited 5 digital service channels used by 100+ international and domestic students, identifying systemic usability and communication failures and prioritising +20 fixes that streamlined support processes.</li><li>Mapped multi-touchpoint student journeys using service design methods, surfacing hidden friction points and defining actionable opportunity areas adopted by the digital services team.</li><li>Led the design and content of onboarding programs and orientation communications, creating clearer activation pathways that improved student confidence in navigating digital services.</li></ul>                                                                                             | <b>Feb 2025 - Feb 2026</b> |
| <b>Freelance</b><br><b>UX &amp; UI Designer</b> <ul style="list-style-type: none"><li>Shipped 20+ design projects across SaaS, dashboards, and consumer products, translating ambiguous client briefs into clear product requirements through stakeholder alignment, competitive analysis, and concept validation.</li><li>Designed +10 analytical interfaces and BI-style dashboards, focusing on KPI hierarchy, adaptive data layouts, and decision-support patterns for non-technical end users.</li><li>Delivered 30+ interactive prototypes and reusable design systems, reducing developer back-and-forth and accelerating handoff cycles.</li><li>Managed timelines, deliverables, and client communication independently, developing strong project ownership skills and the ability to balance design quality with real-world constraints.</li></ul> | <b>Dec 2022 - Jan 2025</b> |
| <b>Gruppo Tempocasa - Milan, Italy</b><br><b>Advertising &amp; Media Consultant</b> <ul style="list-style-type: none"><li>Contributed to content strategy planning for digital channels, supporting campaigns and communication initiatives reaching thousands of prospective customers across multiple platforms.</li><li>Liaised with cross-functional internal stakeholders to coordinate asset production, manage feedback cycles, and ensure timely campaign delivery.</li></ul>                                                                                                                                                                                                                                                                                                                                                                         | <b>Jun 2022 - Dec 2022</b> |

**Graphic Designer**

- Designed and managed 50+ institutional publications, educational materials, and event programmes, applying structured information design principles to make complex content accessible and engaging.
- Created hundreds of user-facing visual assets, including social media graphics, web assets, and email communications, developing early intuition for how visual design shapes user perception and engagement.
- Acted as the primary design partner for leadership and academic teams, collaborating with 10+ stakeholders on concept development, feedback management, and final delivery.
- Produced hundreds of user-facing visual assets (social, web, email), developing early intuition for how visual design shapes user perception and engagement.

**Certifications**

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| <b>Power BI Data Analyst (PL-300)</b><br>Microsoft                  | <b>Oct 2025</b> |
| <b>NN/g UX Certification</b><br>Nielsen Norman Group                | <b>Sep 2024</b> |
| <b>Media Management</b><br>Santa Monica College                     | <b>Jun 2023</b> |
| <b>User Interface Design — User Experience Design</b><br>UXLand     | <b>Mar 2023</b> |
| <b>International Computer Driving Licence</b><br>ICDL Certification | <b>Feb 2022</b> |

**Languages**

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- Italian: C2 (CILS QUATTRO)
- English: C1 (IELTS 8)
- Persian/Farsi: Native
- Arabic: Limited working proficiency

**Skills**

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- Design & Prototyping: Figma (components, auto-layout, variables, dev mode), Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects).
- Product Design: End-to-end product design, user story mapping, feature definition, PRD contribution, MVP scoping, design-to-dev handoff, design system ownership.
- Data & BI Design: Dashboard UX/UI, KPI visualisation, analytical interface design, adaptive data layouts, BI product thinking (Power BI, Tableau awareness).
- UX Research & Strategy: User journey mapping, personas, usability testing (moderated & unmoderated), heuristic evaluation, service design, information architecture, competitive analysis.
- AI for Design: Generative AI tools (Midjourney, DALL·E, Firefly), AI-supported interface optimization, prompt engineering for creative and product contexts.
- Accessibility & Interaction: WCAG 2.1, responsive and mobile-first design, micro-interactions, low- to high-fidelity prototyping.