



## PRODUCT UX DESIGN & STRATEGY

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*Expertise in simplifying complexity, merging innovation with human-computer interaction philosophy to deliver compelling storytelling through impactful user experiences to drive value and engagement.*

## SKILLS

- Product Ownership
- Creative Direction
- UX Strategy
- User Journeys and Storytelling
- Digital Transformation
- Intuitive User Interfaces
- Custom Applications
- Mobile Apps
- Leveraging Technologies
- Enterprise SaaS
- Usability Testing
- Research
- Staff Planning and Budgeting
- Team Building and Mentoring
- Leadership and Management

## AWARDS

- Gold MIXX Award
- American Graphic Design Awards
- Webby Awards

## PUBLISHED WORK

- IMG SCR 100 Book  
Published by Shift, Japan - showcasing the top 100 web designers

## EDUCATION

Parsons School of Design, NYC  
BFA in Communication Design

### **User Experience Specialist** | September 2023 - Current **Functional Form Interactive, Flat Rock, NC**

Collaborating with stakeholders to define project vision to ensure alignment with business goals. Lead, inspire and motivate cross-functional team towards strategic thinking, vision and direction to deliver impactful intuitive UI-UX experiences.

*Clients - News Corp, Havas, GRiDD Technologies, GNet Transportation Network, ClearDev Technologies, NY Academy of Science*

### **Digital Creative Director** | March 2014 - October 2023 **McCann Worldgroup, New York, NY**

Consulted and collaborated with leadership to organically shape and elevate the digital framework of McCann Worldgroup applications and platforms across all 8 MW agencies globally. Self-starter with specialty in ideation, strategy and creation of high-end products and services that enable the agency to operate seamlessly to drive marketing and business results. Led all websites, SharePoint intranets, custom Creative Library application, Avature Careers platform customization, Microsoft 365 Dynamic Events Portal, Search Engine Application using BI for data visualization and more. Owned and managed all MW digital platforms using themed design systems for global agencies to implement with their own brand themes. Using innovative solutions to solve complex problems, resulting in increased productivity and streamlined operations. Contributed to MW's overall growth strategy and market reach.

*Clients - McCann Worldgroup, MRM Worldwide, McCann NY, McCann Health, Craft Worldwide, FutureBrand, Verizon, Lockheed Martin*

### **Creative Director** | February 2011 - February 2014 **Hexametric, New York, NY**

Collaborated with an array of agencies to conceive creative solutions from initial concepts and strategy to finished product. Specialty in creating simple interface design systems for complex challenges. Envisioned and orchestrated staffing internal creatives and consultants in creating innovative digital experiences such as web sites, intranets, e-commerce stores, software applications, mobile apps, kiosks, usability testing and more.

*Clients - McCann, Interbrand, G2, Hill and Knowlton, The Wonderfactory, Ecommerce Partners, American Airlines, Pitney Bowes, Emoto.ai*

### **Associate Creative Director** | June 2008 - December 2010 **Ogilvy Interactive, New York, NY**

Defined and managed brand and systems across platforms for Spectrum. Managed world-class team to create innovative consistent consumer experience for MyServices web applications platform interfacing with Cable DVR Box, Modem, Mobile Phone, settings and usage. Created interactive experiences for Shows via dual screen experiences leveraged chat, social media and curated content integration.

*Clients - Spectrum, IBM, SAP, Sara Lee*

### **Associate Creative Director** | June 2007 - June 2008 **MRM Worldwide, New York, NY**

Improved project efficiency with strategic planning, resource allocation, and time management practices. Defined, created and directed the workflow and process of 10 designers and copywriters for Mastercard Priceless along with special offer promotional microsites. Facilitated teamwork and collaboration.

*Clients - Mastercard, Walmart, WeightWatchers*