

Zahrah Adams

UX/UI & Product Designer

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zahrah.design

SUMMARY

Multidisciplinary UX/UI and digital designer with 10+ years across fintech, healthcare, e-commerce, advertising and visual communications. Experienced in information architecture, website design, developer collaboration, business operations, brand strategy and cross-functional project delivery.

EXPERIENCE

- Maple Canada Medical Aesthetics — UX/UI Designer & Digital Project Lead**

2026–Present

Independently designed and deployed the approved Vercel website prototype, owning information architecture, navigation, UX/UI and brand direction. Coordinate implementation with developers in Amman, Jordan; support photography and marketing strategy.
- Vancouver Virology Centre — Clinical Operations, Technology & Business Support**

Mar 2026–Present

Coordinate clinical administration, physician support, digital systems, patient experience, business operations and workflow improvements.
- Vancouver Virology Centre — Clinic Manager & UX/UI Design**

Jan–Aug 2024

Managed clinical workflows and patient services; designed patient-facing materials, digital experiences and internal documentation.
- Envel — Marketing & UX/UI Designer**

Feb 2021–Feb 2022

Designed fintech interfaces, brand guidelines, marketing campaigns and investor communications.
- 99c — Art Director, Shoprite & USAVE**

Oct 2018–Oct 2019

Art directed high-volume retail advertising campaigns across print and digital, from concept to production.
- Faithful to Nature — Head of Design**

Oct 2016–Oct 2018

Led e-commerce creative, brand campaigns, visual design and design-team mentorship.
- takealot.com — Graphic Designer**

Sep 2014–2016

Designed e-commerce marketing assets, newsletters and promotional communications.
- Cape Union Mart — Graphic Designer (Contract)**

Jan–Dec 2014

Designed retail packaging, campaigns, product lookbooks and production-ready marketing collateral.
- Media24 — Graphic Designer; Photography & Graphic Design Intern**

Aug 2011–Aug 2015

Editorial layouts, photography and print/digital design for DRUM, FAIRLADY, Huisgenoot, Kuier, SARIE, TRUELOVE, Tuis/Home and YOU.

EDUCATION & CERTIFICATIONS

College of Cape Town · Art and Design | Graphic Design · Photography · Art History · Business
BrainStation — UI/UX Design, Web Design & AI (UIDC / AIC certificates) · 2025
Friends of Design / Academy of Digital Arts — UX/UI Design & Video Editing certificates
Interaction Design Foundation — UX & Interaction Design

SELECTED WORK

Viora — Healthcare workflow UX concept · Envel — Fintech product design · AI Workspace — Concept

SKILLS

- UX & Product**

Project Management

Business & Operations

Visual Design

Marketing & Strategy

Tools & Technology
- UX research · Information architecture · User flows · Wireframing · Prototyping · Design systems

Cross-functional collaboration · Developer handoff · Quality assurance · Project coordination

Business development · Strategic planning · Stakeholder management · Vendor relations · Process improvement

UI design · Brand identity · Art direction · Web design · Photography · Editorial design

Digital marketing · Campaign strategy · Content creation · E-commerce · Brand positioning

Figma · Adobe CC · ChatGPT · Claude · Base44 · Vercel · WordPress · Shopify · GA4