

# Sara (Alexx) Zaki

## Designer & Creative Technologist

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My multidisciplinary background—spanning tech startups, education, entertainment and AI research—enables me to bring both technical expertise and cultural sensitivity in crafting intuitive, accessible and immersive experiences for mobile, web, TV and XR platforms, blending creative problem-solving with knowledge of the diverse user and business needs worldwide.

## EDUCATION

### UNIVERSITY OF CALIFORNIA, BERKELEY

Master of Design  
Human-Computer Interaction  
December 2024

### SUNGKYUNKWAN UNIVERSITY

Bachelor's in Computer  
Science & Software  
Engineering  
February 2022

### CALIFORNIA INSTITUTE OF THE ARTS

UX/UI Design Certificate  
March 2022

## SKILLS

Storytelling, Design Thinking,  
Creative Problem Solving,  
Design Systems, Prototyping,  
HTML, CSS, Strategic Product  
Thinking, Cross-functional  
Collaboration, User  
Experience Design, User  
Testing, Information  
Architecture, Interaction  
Design, User Research,  
Usability Testing, Handoff,  
AR/VR, Artificial Intelligence,  
Teaching, Workshop  
Facilitation

## TOOLS

Figma, Adobe CC, Sketch,  
Photoshop, Premiere Pro,  
Unity 3D, Webflow

## LANGUAGES

English, Korean, Spanish,  
German

## WORK EXPERIENCE

### Experience Design Lead

*Prestige In Home Care | Petaluma, CA | January 2025 – Present*

- Led the development of all brand, marketing, and design strategies for a growing in-home care agency serving Northern California.
- Designed and launched Prestige's official website, optimizing UX/UI and SEO for accessibility, clarity, and conversion.

### Student Engagement Coordinator

*Jacobs Institute for Design Innovation | Berkeley, CA | October 2023 – Dec 2024*

- Drove a 20.45% increase in applicant numbers within three months by conducting targeted outreach, providing personalized admissions counseling, leading in-person facility tours, and executing strategic events to engage prospective students.

### UX/UI Designer

*FSN Asia (via Fingerverse) | Seoul, KR | May 2022 – November 2022*

- Designed web homepage layouts on the Bellygom NFT project and managed community engagement on the Discord server, resulting in **10,000 NFTs being sold out** the second they were released.
- Collaborated cross-functionally** with the Marketing, Engineering, Sales and Product teams, resulting in a strategic product roadmap and a streamlined design-development handoff process.

### AI Research Assistant

*Red One Technologies | Seoul, KR | August 2019 – January 2022*

- Developed a comprehensive lexical database for **natural language processing of an AI model** for a robot teaching English to children.

## PROJECTS

### Soul Arcade (Graduate Thesis)

Socially impactful immersive storytelling in VR for marginalized communities

### Fast Box (Founding Designer)

Logistics (delivery and business) app for limited-resource communities in Africa

## LEADERSHIP & AWARDS

### Summer Workshop Facilitator (Summer 2024)

Designed curricula and led design workshops on prototyping and iterative making for incoming Berkeley Master of Design students, using Figma as a key design tool.

### Immerse the Bay XR Hackathon (Fall 2024)

2<sup>nd</sup> Place in Meta for Developers Track with Cyber Squat Mixed Reality Fitness App