

CLARA ZIADA

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PROFILE

Designer with a background in architecture and sustainability, bringing a unique blend of research, spatial thinking, systems design, and visual storytelling to the digital space. My foundation in human-centered design is reinforced by experience crafting environments at multiple scales. My skills translate seamlessly into creating intuitive, accessible, and impactful digital products. I pair a systems-oriented mindset with a strong eye for visual hierarchy, usability, and problem-solving. With practical expertise in user research, wireframing, prototyping, auditing and testing, I'm passionate about designing inclusive experiences that meet human needs. My experience leading cross-functional teams and translating complex ideas into actionable design strategies enables me to contribute meaningfully to mission-driven, user-first projects.

I'm now seeking a UX Designer or Product Designer role where I can apply my transferable skills and interdisciplinary background to create purposeful, human-centered digital experiences. I'm especially drawn to mission-driven teams that value strategic thinking, collaboration, and design's ability to simplify complexity and drive meaningful impact.

EDUCATION

UX Design Professional Certificate , Google,	2025
Masters of Architecture , University of Toronto, <i>Magna Cum Laude</i>	2019 - 2022
Honours of Bachelors of Art , University of Toronto, <i>High Distinction</i>	2014 - 2018
Double Major in Architecture Design + History, Theory and Criticism	

EXPERIENCE

Freelance UX/ Product Designer Oct 2025 – Present

- Delivered responsive websites and mobile apps, including UX design, design audits, brand design, and user research
- Led end-to-end design processes, from discovery and ideation to wireframing, prototyping, testing, and final visual design
- Conducted stakeholder discovery interviews and usability testing to identify friction points and streamline task flows
- Collaborated with developers and marketers in Agile sprints to ensure design feasibility and smooth handoff
- Facilitated design reviews and workshops to align user needs, business KPIs, and technical constraints
- Integrated feedback loops and session analytics into prototypes to inform data-driven design improvements

Designer, SvN Architects+Planners Oct 2022 – Feb 2025

- Facilitated collaborative workshops and design sprints, iterating in real time based on feedback, constraints, and emerging priorities, applying a user-centered and agile design approach
- Translated complex environmental metrics into clear, visual narratives through diagrams, renderings, and physical/digital models, enhancing comprehension and engagement for clients and cross-functional teams
- Produced story-driven deliverables for client presentations and city approvals
- Designed and implemented an integrated workflow connecting several software platforms, reducing friction in data analysis and enabling scalable, repeatable benchmarking, akin to building an internal design system
- Adapted research and design outputs across multiple scales, from unit layouts to urban masterplans, by aligning spatial and data-driven insights with stakeholder needs and contextual goals
- Led workshops for internal and external users, translating technical data into actionable, user-friendly learning experiences

Artist & Creative Director, Ziada By Design Jan 2025 - Present

- Brainstorm, design, and create mixed-media art projects, while managing all aspects of personal branding and marketing, including content creation, filming and directing and management of a professional Instagram page
- Lead creative direction and content strategy for personal art brand, blending traditional craft with digital storytelling
- Produced visual assets across Instagram, growing views by 700% and increasing followers by 39.5% in one month

- Designed and launched installations at art fairs, managing budgets and merchandising

Art Instructor & Curriculum Director, Arthouse Halton

Oct 2016 - Present

- Facilitate and organize independent art programs for newcomers and refugees, involving curriculum planning, treasury, marketing and in-class teaching for grades 3-11
- Manage program logistics, budget, and stakeholder engagement to ensure long-term sustainability and success.

Designer & Marketing Assistant, NXL Architects (currently Dialog)

Jan 2019 - July 2019

- Initiated client consultations and site visits to identify design and performance needs during the pre-design planning stage
- Marketed and composed proposals and RFPs, and collaborated with team engineers and clients

Designer, B+H Architects

Sep 2018 - Dec 2018

- Prepared architectural and landscape design and construction drawing sets in the CA phase
- Researched materials, appliances and code, conducted on-site analysis, coordinated MEP and landscape drawings

WORKSHOP DESIGN & FACILITATION

- Set and Interior Designer, Event Planner and Treasurer at St Peter and St Paul Coptic Church, Oakville, 2016 - Present
- LCA Graduate-Level Workshops, University of Toronto, 2022 - 2024
- Social Media Manager at ROOTA, Oakville, 2021-2023
- The Future of Ontario Place Project, Toronto, August 2022
- Senegal International Workshop, Dakar, February 2020

EXHIBITIONS & PUBLICATIONS

- SvN, "NOW: The Upfront Carbon Façade Materials Guide," April 2025
- Canadian Architect, "Technical Mass Timber Through a Lifecycle Lens," February 2022
- Tuff Lab, "Places of Worship in Brampton's Employment Lands," August 2021
- Green New Deal, "Material Bank" and "Sitopia" (selected out of 2,000), March 2021
- Burlington Art Gallery, Solo Art Exhibition for Black History Month, February 2014
- Corpus Christi School, Solo Art Exhibition, February 2014

AWARDS, CERTIFICATES & SCHOLARSHIPS

- Healthier Materials and Sustainable Building Certificate, Parsons School of Design, 2023
- OAA TSA Certificate: Technical Lecture: Life Cycle Assessment Workshop, 2023
- OneClick LCA APAC, 2022
- Travel Grant (England Mass Timber and Circularity Research Trip), University of Toronto, 2022
- Landscape Architecture Foundation (1 of 670 chosen projects across North America), Projects: The Bank, 2021
- Professor Jeffrey A. Stinson Graduate Student Endowment Fund Nomination, 2021
- Green New Deal Superstudio, Project: The Bank, 2021
- Green New Deal Superstudio, Project: Bermondsey, Sitopia, 2020
- Travel Grant (Senegal Workshop Adaptive Reuse Site Visit), University of Toronto, 2020
- Academic Merit Admission Award, University of Toronto, 2019
- Academic Merit Award and Scholarship, University of Toronto, 2018
- Recognition of Exceptional Academic Achievement, University of Toronto, 2018

ADDITIONAL

Languages: English, French, Arabic

Software: Figma, Miro, Adobe Creative Suite (InDesign, Illustrator, Photoshop), Microsoft Office, Google Suite, Canva, AI Runway Machine Learning, OneClick LCA, Autodesk Revit, Rhino, Vray, Enscape, AutoCAD, ArcGIS (Esri and QGIS), Grasshopper, Wix