Yousuf Zia

in/zia-yousuf www.yousufzia.com yousuf.zephyr@gmail.com

Education

University of Waterloo

Systems Design Engineering
Sep '21 - Apr '26

Relevant Courses: SYDE 223 (Data Structures & Algorithms), MSE 343 (Human-Computer Interaction), MSE 446 (Intro to Machine Learning), SYDE 542 (Interface Design), SYDE 543 (Cognitive Ergonomics)

Experience

Nvidia

Product Designer
Jan '26 - Present

- Leading **design integration of GroqCloud Console** into NVIDIA's internal platform, collaborating directly with the LPU/GPU team to align system architecture with product experience.
- Bridging design and engineering by **translating complex hardware platform requirements** into coherent, user-facing product decisions.

Groq

Product Designer
May '25 - Dec '25

- **Built GroqCloud's design system** by consolidating color conventions from 30 → 14, and creating a **robust component library** that unified the platform's visual language across devices and breakpoints.
- Designed key features including LoRA management interface, usage dashboard, AI-powered docs search (cmd+k), and mobile modals.
- **Contributed directly to the codebase**, shipping UI polish, animations, and new features to bridge design and engineering workflows.

Phia

Growth Designer
Sep '25 - Dec '25

- Reimagined the onboarding experience through **competitive analysis and iterative testing**, introducing new design patterns such as progress indicators, personalization and more across the product.
- Identified activation friction using **PostHog recordings and A/B tests;** improved conversion through clearer instructional design.

Klarify

Lead Designer
Sep '24 - Sep '25

- **Sole designer for a mental health AI platform,** designed all user-facing screens including the overview page, recording flow, settings, and KlarifyGPT assistant for a mental health AI platform.
- **Shipped a full website redesign and updated marketing suite** (ads, conference assets, social) in one week for product launch.
- Created **design system and brand language from scratch**, establishing patterns used across product and marketing worfklows.

Interface Design Lab

UX Intern
Jan '24 - Apr '24

- Designed an EHR interface for glaucoma detection, integrating Explainable AI visualizations to improve clinical trust and diagnostic accuracy.
- **Co-authored a research paper** on multimodal vs. unimodal AI system acceptance in healthcare, presented at academic conferences.
- Led **20+ user research sessions** with optometrists, synthesizing insights into actionable design improvements for healthcare workflows.

Leadership

UW/UX

Co-President, Design Team
Jan '24 - Present

- Led the University of Waterloo's largest design club, with included 20+ members per semester for 8 months.
- Hosted the **largest designathon in the K-W region** in 2024, with over 200 signups from university students.
- Partnered with Figma to run a collaborative workshop on motion design with 150+ attendees.

Skills

Design

Figma, Framer, Prototyping, Design Systems, User Research, A/B Testing

Engineering

React, TypeScript, Tailwind CSS, Next.js