

Hello,

I'm Zarah Del Rosario.

UX PRODUCT DESIGNER · CREATIVE TECHNOLOGIST

DESIGN.



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Founding product designer with 14 years across games, social, and AI products. Build design systems from scratch and extend them with AI-assisted workflows. Own features concept to shipped UI across product, engine, and marketing. Founding designer at Medal.tv (reached a liquidity event).

SKILLS

Product Design · UI/UX Design · Interaction Design · Design Systems · 0-1 Product Dev · FTUE Design · Engagement Systems · Strategy and Planning · Voice-First Design · Narrative Design & Game Writing · A/B Experimentation · UX Research · Figma · Protopie · Cursor · Unity · FigJam · Adobe CS · Rive · AI Technology · Game Development · Motion

AI WORKFLOW

Architected a custom AI design pipeline bridging Figma, Claude Design, and Claude Opus for rapid iteration.

Developed custom plugins and authored Claude skills to accelerate workflows and establish Git as a seamless handoff layer.

Generated responsive components and “vibe-coded” prototypes for immediate user validation.

Optimized AI utility by strategically selecting models based on task-specific strengths.

EXPERIENCE

Head of Design

Komyūn · Los Angeles, CA · 2025–Present

Community-first, ad-free social platform

- Own features end to end — audit, PRD, shipped UI — in direct collaboration with the CEO and CTO.
- Built a custom AI design pipeline: Claude Design and Figma for ideation and components, Claude Design for vibe-coded prototypes, Claude Opus for code — wired together with self-authored Claude skills and git as the handoff layer between tools. Choose models by task strength rather than defaulting to one.
- Extended the design system with the AI-assisted workflow, generating and adapting components at prototype speed.
- Lead UX across onboarding, navigation, and early engagement sequencing.

UX & Narrative Game Design

Volley Games / Moonbug · San Francisco, CA · 2024–2025

- Owned the first-time user experience concept to shipped UI across 6 voice-interactive mini-games for CoComelon (ages 2–4).
- Wrote interactive scripts and branching logic, balancing child engagement against parental trust, informed by playtesting.
- Prototyped a diegetic navigation system in Unity — a playroom hub where children reached games through environmental interactions instead of conventional UI menus.
- Translated game mechanics into production-ready storyboards and documentation for animators, keeping CoComelon IP consistent across every experience.

Senior Product Designer

DSCVR · Los Angeles, CA · 2022–2024

- Expanded and maintained the design system an outside firm had scaffolded, taking it from first-pass handoff to daily production use across the platform.
- Grew daily active users 3,767% through feature design and core UX improvements across the platform.
- Redesigned content feeds and card layouts with integrated sharing — cut distribution friction and strengthened viral content loops.
- Designed and launched Live Rooms (real-time creator sessions), a key driver of retention and return visits.
- Produced marketing and go-to-market assets alongside core product work — moving between feature design, concepting, and campaign design in the same week.



Zarah Del Rosario

MOTION

Web UI motion via GSAP and code libraries (AI-assisted); prototype-level animation; light Rive and After Effects.

EDUCATION

B.A., Graphic Design

IADT, Chicago

Film & Photography

Columbia College, Chicago

AWARDS

Patent: Video Player Controls

DirecTV, Jun 2016. "Circular Video Player Controls," U.S. Patent App. Serial No. 14/981,530 (patent 11023115)

INTERESTS

Lifelong RPG player — Chrono Trigger is the north star. Other games: Fallout 4, Ghost of Tsushima, Cyberpunk 2077. Tabletop and LARP — Vampire: The Masquerade. Also, chess, billiards, horror, and interactive theater experiences.

EXPERIENCE (CONT.)

R&D XR Product Designer

Skillz · San Francisco, CA · 2021–2022

- Led design exploration for AR/VR gaming concepts on mobile-player-centered proposals grounded in behavior research.
- Partnered with UX Research to translate AR/VR player-behavior analysis into Player Experience decisions.

Founding / Senior Product Designer

Medal.tv · Long Beach, CA · 2019–2021 & 2022

Gaming clip-sharing platform

- Built Medal's first design system from scratch — component library, typography, iconography, brand — across mobile and web. First design hire; the system carried through the company's acquisition.
- Directed design for the platform, owning features concept to shipped UI.
- Ran user research via UserTesting.com, in-person interviews, and Discord community engagement to validate and iterate.

OTHER POSITIONS HELD

RAPID 7 — Visual Designer, Data

DirecTV / AT&T — Proof of Concept Designer & Production