

ZARAH DEL ROSARIO

Senior Product Designer

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Summary

Senior Product Designer with 12 years across gaming, entertainment, and early-stage consumer products. Specializes in 0-to-1 development, first-time user experience, and engagement systems built to retain users through the critical early sessions. Track record of driving measurable DAU growth through research-informed design. Built scalable design systems across mobile, web, and TV platforms.

Experience

Komyūn

Location

Head Of Design

2025 - Present

- Community-first, ad-free social platform. Full-cycle design from strategy to shipped screens
- Leading UX across onboarding, navigation, and early engagement sequencing
- Prototyping and implementing design solutions through vibe coding using AI-assisted tools to move from concept to functional prototype at speed
- Driving design strategy in direct collaboration with CEO and CTO, from audit through PRD to implementation

Moonbug entertainment

Location

Narrative & UX Designer

2024 - 2025

- UX design lead for CoComelon's first voice-interactive game suite - 6 educational titles, ages 2-4, TV and mobile
- Designed FTUE and core session flows for all 6 titles, balancing engagement mechanics with parental trust signals
- Built diegetic navigation system - spatial playroom hub where children discover content through environmental interaction vs. menus, reducing cognitive load and increasing in-session discovery
- Authored branching interaction scripts and storyboards, translating voice-driven mechanics into production-ready direction
- Established the visual style, game strategy, and production workflows across cross-functional team while maintaining CoComelon IP consistency

DSCVR

Location

Senior Product Designer

2022 - 2024

- 3,767% increase in daily active users through strategic feature design and core UX improvements across the platform
- Redesigned content feeds and card layouts with integrated sharing mechanics - reduced distribution friction, strengthened viral content loops
- Designed and launched Live Rooms - real-time creator sessions; key driver of community retention and return visits
- Led profile redesign to strengthen creator identity and discoverability; validated through user research with PMs and community leads

Skillz

R&D- XR Product Designer

2021 - 2022

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

Medal.tv

Senior Product Designer

2019 - 2021

- Directed design for Gaming content-sharing platform
- Built design foundations that continued driving growth post-tenure
- Created full design system from scratch: component library, brand standards, typography, iconography across mobile and web
- Conducted user research via UserTesting.com, gathered in-person interviews, and Discord community engagement to validate and iterate
- Contributed to later secondary liquidity event through iterative, stakeholder-aligned design validation

Notable Mentions

2014 - 2018

- RAPID7 // Visual Designer
- DIRECTV / AT & T // Proof of Concept Designer

Skills

Product Design • UI/UX Design • Interaction Design • Design Systems • 0-1 Product Dev • FTUE Design • Engagement Systems • Consumer Strategy • Voice-First Design • Narrative Design • Educational • A/B Experimentation • UX Research • Figma • Protopie • Cursor • Unity • FigJam • Adobe CS • Rive • AI Tools

Education

IADT

Chicago, United States

BA in Graphic Design

Columbia College Chicago

Chicago, United States

Film & Photography