

Kinza Ghanchi

Product Designer

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Product Designer with a Master's degree and a background in UX, digital design, and front-end development. Passionate about crafting intuitive, user-centered experiences and eager to contribute to a collaborative team.

Education

Parsons School of Design, The New School	New York, NY
Master of Professional Studies, Communication Design, CGPA 3.78	Aug 2025 – May 2026
Merit Scholarship Recipient, Digital Fellowship Recipient	

Lahore University of Management Sciences	Lahore, Pakistan
BA (Honors) Literature in English, CGPA 3.69, Dean's Honor List	Sep 2019 – June 2023

Professional Experience

Design Strategy Lead	Karachi, Pakistan
<i>Empact Activation Services</i>	Aug 2023 – July 2025

- Designed an interactive platform for *Dove Pakistan* supporting Pakistani sportswomen – from concept to handoff, independently owning **UI/UX** across **6 core features** including location-based training, meal tracking, and community group chats. Worked with complex **user flows**, and **Figma prototyping** end to end.
- Led design for *POND'S* Serums and *POND'S* Charcoal Facewash campaigns, producing **20+ deliverables** per sprint. This included **3D installation mockups** and campaign assets, for activations reaching **3000 – 5000+ attendees** across influencer and PR events.

Visual Designer	Karachi, Pakistan
<i>Mainly Mahum - Contractual</i>	Sep 2024 – Mar 2025

- Designed social media identity for *Tinypreneurs* (**11.3K followers, 60 – 70+ stalls**), a children's entrepreneurship event. Delivered animated, comic-inspired visuals in **Illustrator** and **After Effects** across a brand aesthetic distinct from concurrent projects.

Research Assistant	Lahore, Pakistan
<i>LUMSx, Lahore University of Management Sciences</i>	Sep 2022 – Mar 2023

- Designed **40+ brand assets** for *LUMSx* social media in **Illustrator**, establishing a bright visual language that balanced approachability with academic credibility.
- Produced a brand **lookbook of 50+ graphics** defining the visual aesthetic across distinct course offerings.

Graphic Designer	Karachi, Pakistan
<i>Synergy Group Advertising - Internship</i>	June 2022 – Aug 2022

- Illustrated and animated a *KFC* bucket-to-pencil transformation for *KFC Pakistan's Mitao Bhook* (Erase Hunger) campaign, garnering **17,260+ views** on social media.

Achievements

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- Selected as a **speaker, AIGA NY Annual Fresh Grad Showcase 2026**
 - Selected as a **graduation speaker, Parsons MPS Communication Design Class of 2026**
 - Recipient, **Parsons Digital Fellowship 2026 – \$5000 award**, work exhibited at Parsons School of Design
 - Competitor, **Figmakathon 2026**
 - Competitor, **Fig-Build Hackathon 2026**
 - Design Influencer, **17K Instagram, 24K TikTok**

Skills

Expertise: Storytelling, Product Design, UI/UX Design, Visual Design, Branding, Information Architecture, Design Systems, Design Strategy, User Research

Design Tools: Figma, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, HTML, CSS, JavaScript, GitHub, Jitter, Procreate, Framer

AI Tools: Claude Code, Gemini, Google Flow, ChatGPT, Figma Make, Midjourney, Adobe Firefly