

maile malin

Interaction • UX/UI • Visual Designer

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experience

Associate Interaction Designer

Internet Brands, El Segundo JUN '17-PRESENT

- Principal product designer on the redesign of an internal CMS, including UX/UI design based on user interviews, creating intuitive and efficient designs to improve employee usability and productivity
- Conducting user research, testing via surveys, interviews, and observation targeting employee pain points and issues
- Design of user-friendly UX/UI for several mobile apps and websites based on Material Design and iOS guidelines

Web, UX, Visual Designer

City of Santa Monica, Santa Monica AUG '14-MAY '15

- Proactively updated the website UX/UI and IA, through customer feedback, observation, and research, which improved customer usability
- Augmented website usability by repairing and standardizing the UI and navigation
- Initiated a redesign of the email marketing campaign, successfully increased the click-through rate and also doubling event attendance

Freelance Visual & Graphic Designer

Self-Employed, Los Angeles, CA JUN '06-NOV '16

- Designed logos, branding, websites, slide decks, and graphics for print and digital marketing and apparel
- Projects include: Slide decks for start-ups and an HR consultant; Apparel graphics and product development for Spyder, Bebe, NTD Apparel and more; Environmental, 3D signage, vinyl art and more for a sign shop

Graphic Designer & Product Development Manager

Juicy Couture, Arleta MAR '02-MAR '06

- Rapidly promoted in the first year from sample assistant, to R&D assistant, to graphic designer and product development manager
- Successfully managed the development of multiple sample lines, while concurrently designing graphics, sourcing contractors, and always developing products within budget and on time

recognition

IxDA Awards Shortlist 2018 — “ALEYE”

ALEYE, a wearable heart rate and EKG monitor plus companion app, connects wearers with their heart rate and also their emergency contacts, notifying them when they need emergency medical help

education

Santa Monica College, CA
BS Interaction Design '18

University of CA,
Santa Barbara
BA Human Geography

skills

Design:

UX/UI & Visual
Mobile/Web
Presentations
Logo & Branding
Graphic Art

UX & Research:

User research
Design Thinking
Journey Mapping
Service Blueprints
Personas
Wireframes
Prototyping
Usability Testing

tools

Design/Prototypes:

Illustrator, Photoshop, Sketch,
InDesign, Adobe XD, Rhino,
Zeplin, InVision, Axure,
Balsamic, Marvel, After
Effects, Keynote, Google
Slides, Powerpoint, HTML/
CSS, Javascript/jQuery

Product Management:

Jira, Confluence, Asana, Trello,
Slack, Google Docs