

maile malin

Interaction • UX/UI • Visual Designer

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experience

Interaction Designer

Internet Brands, El Segundo JUN '17-PRESENT

- Principal UX designer leading the redesign of the company's internal content management system
- Solo mobile app UX/UI designer managing all native app designs
- Works closely with Project and Product Managers, Developers, and Stakeholders to decide optimal product decisions
- Conducts user research and testing
- Prototypes designs from initially proposed concept to final designs

UX/UI and Visual Designer

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

- Proactively optimized the website's UX/UI and IA through customer research, ultimately achieving the goal of improving customer experience and site usability
- Initiated a redesign of the email marketing campaign, successfully increased the click-through rate and also doubling event attendance

Visual & Graphic Designer

Freelance, 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

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

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
Personas
Wireframes
Prototyping
Usability Testing

tools

Design/Prototypes:

Illustrator, Photoshop, Sketch,
InDesign, After Effects, Zeplin,
InVision, Axure, Keynote,
Google Slides, Powerpoint,
HTML/CSS, Javascript/jQuery

Product Management:

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