maile malin

UX/UI • Interaction • Visual Designer

323.559.9756
mailemalin.com
mailemmalin@gmail.com

experience

UX Designer

eharmony, Westwood   NOV '18-PRESENT

- Product designer of desktop, mobile web, Android, and iOS platforms

- Working collaboratively with the creative director, project manager, front-end developers, and QAs to optimize and improve all products

- Utilizing customer feedback, UX best practices, behavioral economic theories, UI patterns, and more to inform designs

- Prototyping designs in Sketch and Invision

- Visual design of marketing ads and coding of email templates

Associate Interaction Designer

Internet Brands, El Segundo   JUN '17-October '18

- 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 & Visual Design + Marketing

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, Apparel graphics and product development for Spyder, Bebe, NTD Apparel, Roxy, and more; Environmental, 3D signage, and more

skills

UX & Research:

User Research
Design Thinking
Journey Mapping
Persona Generation
Wireframes
Prototyping
Usability Testing

Design:

UX/UI
Android / iOS Native Apps
Responsive Websites
Presentations
Logos & Branding
Graphic Design & Art

tools

Design/Prototypes:

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

Product Management:

Google Docs
Jira
Confluence
Asana
Trello

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experience *(cont'd)*

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

Designer/Creator: "ALEYE: Connect with your heart"
IxDA Awards 2018, Shortlist

My conceptual student project, ALEYE, was shortlisted in the Connecting Category of the IxDA 2018 Awards. ALEYE is 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

BS Interaction Design '18

Santa Monica College, CA

- Project lead of several group IxD projects which included qualitative and quantitative research including interviews, ideation, design thinking, prototypes, testing, presentations to stakeholders and much more!

- Courses include multiple Interaction Design Studio courses, Cognitive Psychology, multiple User Experience Design courses, Organizational and Small Group Communication, Marketing, Advanced Creative Writing, Tangible Interactions

BA Human Geography

University of CA, Santa Barbara

- Studied the interaction of humans and their environment

- Courses included sustainable development, environmental ethics, environmental perception and cognition, climatology, and physical geography