

madison malik

UI Designer

Graphic Designer

Versatile UI designer with nearly 4 years working across multiple platforms to produce user-focused websites, HTML5 ads, and branded marketing materials. Extensive collaborative experience, working closely with developers, SEO strategists, and content teams to maintain integrity of the user experience. Motivated leader with strong commitment to personal and professional development.

WORK EXPERIENCE

2022 - Present

Senior Designer

FEROCIOUS DIGITAL

- Designed user-centered high-fidelity wireframes for 50+ businesses, spanning a diverse range of industries.
- Spearheaded the development of website onboarding processes to increase client product literacy.
- Developed 300+ HTML5 programmatic ads for 100+ returning clients.
- Facilitated website onboarding meetings for 35+ clients, streamlining the customer needs directly to the designer.
- Optimized communication among cross-functional teams to standardize company-wide collaboration.

2021 - 2022

UI/Graphic Designer

VALIANT 3 COMMUNICATION

- Crafted 30+ social media graphics for 15+ clients each month, procuring a boost in engagement & brand identity.
- Created marketing materials for events benefiting non-profit organizations to drive sponsorship sales.
- Refined design strategies with social media managers to realize client reach & engagement goals.

2021

Design Intern

VALIANT 3 COMMUNICATION

- Implemented UI design as a service to diversify marketing offerings, leading to the acquisition of 3 new clients.
- Revamped and innovated new client logos, shaping stronger brand identity and connection to target audiences.

CERTIFICATES

Design Thinking For Innovaton

UNIVERSITY OF VIRGINIA
DARDEN SCHOOL OF BUSINESS

Completed a course in human-centered problem-solving, ideation, and prototyping, focusing on empathy-driven research to drive innovation.

Digital Leadership & Digital Strategy Execution

DIGITAL MARKETING INSTITUTE

Completed a course on strategic thinking, digital marketing, and customer experience, focusing on digital transformation and aligning strategies with business goals.



EDUCATION

2018 - 2022

BA, Visual Communication Design

KENT STATE UNIVERSITY

Graduated with Magna Cum Laude and minored in User Experience Design.

TOOLBOX

Figma

Adobe XD

HTML & CSS

Adobe Illustrator

Adobe Indesign

Adobe Photoshop

HTML5 Ads

SKILLS

Mobile UI Design

Design Thinking

Collaboration

Innovative Ideation

Branding & Identity

Leadership

Print Design

Information Design

Time Management

UX Design

