

MADISON MALIK

User Interface Designer

Graphic Designer

Creative and strategic UI designer with 4 years of experience delivering high-impact web interfaces, design systems, and branded solutions. Proven success collaborating with developers and marketers to launch 50+ websites and 300+ digital campaigns. Passionate about creating seamless user experiences backed by design thinking and data.

WORK EXPERIENCE

2022 - Present

SENIOR DESIGNER

Ferocious Digital

- Designed user-centered, high-fidelity wireframes in Figma for 50+ businesses, spanning a diverse range of industries
- Spearheaded the creation of internal and external website product workflows, reducing onboarding time by 30% and enhancing cross-team communication
- Developed 300+ HTML5 programmatic ads for 100+ returning clients
- Facilitated website onboarding meetings for 35+ clients, streamlining communication of client needs directly to the design team
- Optimized communication among cross-functional teams to standardize company-wide collaboration

2021 - 2022

UI/GRAPHIC DESIGNER

Valiant 3 Communication

- Led the design and refinement of high profile client websites, creating consistent UI patterns and seamless user experiences across desktop and mobile applications
- 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

CERTIFICATIONS

DESIGN THINKING FOR INNOVATION

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.

TECHNICAL TOOLS

Figma

Adobe XD

HTML/CSS

Illustrator

Indesign

Photoshop

HTML5 Ad Tools

CORE SKILLS

UI/UX Design

Mobile Design

Responsive Design

Wireframing

Design Thinking

Design Systems

Branding

Information Design

Cross-Functional Collaboration

Visual Prototyping

Accessibility

PORTFOLIO

SEE MY WORK

 www.madisonmalik.com