

# Mali Maleki

UX / UI Designer

## SUMMARY

I am a UX/UI Designer with a background in painting and theater. My experiences in set design, collaboration, and technology use, alongside enhanced problem-solving skills, inform my philosophy of balancing visual style with user experience and needs.

## EXPERIENCE

### User Researcher and UX UI Designer

Plan Plate (Freelance Project), *Remote*, Dec 2023 - Jan 2024

- Designed website/app usability and boosted user satisfaction throughout UX/UI design for a meal planning app
- Created a user-friendly interface for easy meal customization.
- Conducted survey, interview, and employed card sorting and competitive analysis to thoroughly understand user requirements.
- Used Figma and Photoshop to ensure design alignment with user needs.

### User Researcher and UX UI Designer

Flower Florist Dallas (Freelance Project), *Remote*, Aug 2023 - Oct 2023

- Enhanced online flower shop's UX/UI for improved delivery services and shopping experience.
- Conducted UX research through surveys, interviews, and heuristic evaluations.
- Executed transition to UI design phase using Figma, Photoshop, and AI tools.
- Designed desktop and mobile versions with a user-centric approach.

### Theater Actor and Stage Designer

Theater Freelance Projects, *Tehran, Iran*, Mar 2004 - May 2018

- **Boost creativity:** Developed engaging theater scenes through innovative problem-solving.
- **Teamwork:** Worked closely with directors and actors, showcasing strong collaborative abilities.
- **Attention to detail:** Selected precise elements to elevate the audience's experience, demonstrating a careful approach.

### Marketing and Sales Coordinator

Rooyesh Skin and Hair Clinic, *Tehran, Iran*, Aug 2013 - Jan 2014

- Drove sales to exceed targets by implementing effective sales strategies and improving customer relationships.
- **Enhanced customer relationships:** Established and maintained strong relationships with clients, significantly improving customer loyalty and repeat business.

Berlin, Germany

+4917632269515

[mali.maleki88@gmail.com](mailto:mali.maleki88@gmail.com)

<https://malimaleki.com/>

<https://www.linkedin.com/in/malimaleki/>

## TECHNICAL SKILLS

- User Interface Design
- UX Research
- Personas Development
- Process Flow Creation
- Competitive Analysis
- Heuristic Evaluation
- Iterative Wireframing And Prototyping
- Information Architecture And Sitemap
- Design Review
- Design Storytelling
- Responsive Design
- Visual Design Principles
- Typography And Iconography
- Design Systems
- Adaptive Low-High Fidelity Prototyping
- Interaction Design
- Usability Testing
- Competitive Analysis
- Card Sorting
- Affinity Mapping
- Developing Survey
- Mood Board

## TOOLS

- Figma
- Adobe Photoshop
- Miro
- Maze
- Procreate
- Google Slides
- Elementor
- Basic Adobe XD

## INTERPERSONAL SKILLS

- Effective Communication
- Teamwork
- Flexibility
- Adaptability
- Critical Thinking
- Detail Oriented
- Creative Direction
- Time Management

## EDUCATION

### Bachelor Of Painting , University Of Sistan And

**Baluchestan, Zahedan, Iran**

Jan 2010 - Jun 2013

## CERTIFICATIONS

### UX/UI In Action ,UX Land Online School, US (Remote)

Sep 2023 - Dec 2023

### Fundamental Of UX , UX Land Online School, US (Remote)

Jun 2023 - Aug 2023

### Improvisation In Acting, Tehran Mostaghel Theatre, Iran

Jan 2017 - Jun 2017

### Method Acting, Senoghteh Theatre School, Iran

Sep 2015 - Dec 2016