

Malina Padgett

malinapadgett@gmail.com • 7654266091 • [linkedin.com/in/malinapadgett](https://www.linkedin.com/in/malinapadgett) • malinacreative.com

Summary

Multidisciplinary designer with over 7 years of experience focusing on crafting intuitive web and mobile experiences.

Experience

Product Designer | LTK (formerly rewardStyle and LikeToKnow.It) • Remote • February 2022 – Present

- Works through design problems from beginning to end, translating research insights into ideas that form disruptive new products and features
- Collaborates with other designers to ensure visual cohesion and engineering efficiency across all user touch-points
- Designs and prototypes elegant, scalable solutions for LTK Connect SaaS product, ensuring designs meet user needs and help grow our global business
- Works within brand guidelines to create experiences that reinforce our brand's style and voice
- Embraces data, quantitative user research, and A/B testing to help inform design decisions

UI/UX Designer • Freelance • Remote • July 2016 – Present

- Develop designs for web and mobile experiences, working with cross functional teams including stakeholders, other designers, and engineers to create intuitive user experiences that reach business goals
- Utilize a variety of tools and resources including Figma to develop mockups, wireframes and user flows to define the visual style and user experiences for projects
- Crafts and executes a user testing plan, conducting user research to gather quantitative and qualitative data to guide design decisions

Founder, Creative Director, and Lead Designer • Fit and Flatter • Remote • July 2015 – December 2020

- Designed and launched a digital platform from the ground up, partnering with a cross functional team to achieve business goals
- Conducted lo fidelity and hi fidelity user testing, generating quantitative and qualitative data to inform design decisions
- Collaborated with clients and internal teams to define campaigns and achieve goals to grow business
- Collaborated with partner brands to host strategic giveaways, successfully promoting the company as well as generating on-average a 10% boost in subscriptions per giveaway
- Saved the company over \$15K in website developer fees by strategically designing a new website through an alternative source

Education

User Zoom Advanced Certification | User Zoom Academy | 2022

UI/UX Design Bootcamp | Springboard | Remote | 2021

Bachelor of Science, Apparel Design & Technology | Minor, Art & Design | Purdue University | West Lafayette, IN | 2015

Advanced Fashion Design, Study Abroad | Central Saint Martins, College of Art and Design | London, UK | 2014

Skills

(UX) User Experience Design, (UI) User Interface Design, User Research, User Testing, Persona Development, Design Thinking, Information Architecture, Visual Design, Wireframing, Product Design, Branding And Identity, Storyboarding, Mockups, Creative Direction, Affinity Mapping, User Flows, Infographics, Color Theory, Typography

Tools

Sketch, Figma, InVision, Marvel, Basic HTML/CSS, Adobe Creative Suite, AdobeXD, Miro, Whimsical, Shortcut, Confluence