

Malina Padgett

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Summary

Multidisciplinary designer with a focus in the development of interactive applications and websites throughout the product cycle.

Experience

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

- Work through design problems from beginning to end, translating research insights into ideas that form disruptive new products and features
- Collaborate with other designers to ensure visual cohesion and engineering efficiency across all user touch-points
- Design and prototype elegant, scalable solutions for web and mobile apps that meet user needs and help grow our global business
- Work within brand guidelines to create experiences that reinforce our brand's style and voice
- Embrace data, quantitative user research, and A/B testing to help inform design decisions

Freelance | Self Employed | Remote | July 2016 - Present

- As a freelancer, I have worked on various design projects including web design, graphic design, branding and identity, and UI/UX
- Developed designs for a few websites for clients, including a website for an educational startup with the goal of improving elementary level financial literacy
- Conducted interviews, designed, and launched a project management system for a customer to manage relationships from both a collaborator, professional outreach, and customer view
- Assisted a gym centered startup to help with strategy, branding and identity, and marketing to create customized wellness memberships to the best Gyms, Studios, Apps, Products and Services

Contract UI/UX Designer | ToStylMou | Remote | August 2021 - September 2021

- As a contract UI/UX Designer, I worked with a cross functional team including stakeholders, other designers, and engineering, to refine a mobile app prototype MVP, creating a higher impact, more intuitive user experience
- Utilized a variety of tools and resources including Figma to develop mockups, wireframes and user flows to define the visual style and user experience for the project
- Crafted executed 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, developed and launched a digital interface from the ground up, partnering with a cross functional team to achieve business goals, created visual concepts and mockups for prototypes
- 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, facilitated effective communication so all key stakeholders are informed, ready, and able to execute
- 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

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