

# Inji Mammadli | UX/Product Designer

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Pursuing a second master's at Parsons School of Design, with expertise in user research, storytelling, and data analysis. Former Visual and Communication Assistant at Deloitte, where refined skills in visual design and strategy. Balancing academics and freelance work, passionate about crafting user-centered solutions through empathy and collaboration.

## EDUCATION

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**Parsons the New School | MPS Communication Design** 2025 | New York, NY

Study Areas: Web Programming, UX Research/Design, Typography & Interaction, Design Sprint, HCI Design

**Lancaster University | MSc Advanced Marketing Management** 2021-2022 | Lancaster, UK

Dissertation: Study of consumer conformity of Gen Z on Instagram: Analysis of virtual identities through the lens of temporality

**Bilkent University | BSc Management** 2017-2021 | Ankara, Turkey

Achievement: Dean's High Honor and Honor list student

## PROFESSIONAL EXPERIENCE

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**Webzool Creative Inc. | UX/UI Designer** Oct 2023 - Oct 2024 | Remote

- Collaborated with cross-functional teams to redesign Internal Timesheet Platform, performing usability testing, interviews, heuristic evaluation and design documentation increasing project delivery timelines.
- Performed competitor analysis, persona creation and UX strategy coordinated with clients, for restaurant website and promotional landing pages.

**Deloitte and Touche LLAC. | Visual Designer/Marketing Asst.** Feb 2023 - Sep 2023 | Baku, AZ

- Collaborated with the business development team, executing B2B marketing strategies that increased lead generation.
- Optimized brand website post-AEM certification and analyzed key metrics using Sprinklr CRM, improving engagement rates across digital assets and enhancing targeted marketing strategies.

**Layermark Inc. | Marketing Intern** Jun 2020 - Sep 2020 | Ankara, Turkey

- Participated in field conferences and training, gaining insights into GIS systems.
- Crafted a content plan for the company's YouTube channel, increasing subscribers by 15%. Designed diverse content, documents and brochures, elevating the company's brand image.

## INVOLVEMENTS

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**Space Agency of the Republic of Azerbaijan (Azercosmos)** Live site: <https://azercosmos.az/en>

Collaborated as an outsourced designer with a 10-person local and international team, assisting in sitemap planning, local data collection, visual UI design, and seamless implementation with developers.

## SKILLSET

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**Design:** UX Research, Design Documentation/System Building, Figma Prototyping, HTML & CSS, JavaScript, Responsive Web Design

**Research:** Qualitative & Quantitative User Research, Usability Testing, Design Thinking, Branding & Digital Solutions, Product Strategy & Cycle Development

**Tools & Technologies:** Figma, Adobe CC (Illustrator, Photoshop, Indesign), Data Analysis Tools (Excel, ComScore, Maze, Google Analysis, Sprinklr, Atlas.ti)

**Languages:** English, Turkish, Russian, Azerbaijani