Inji Mammadli | UX/Product Designer

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Pursuing a second master's at Parsons, with expertise in user research, storytelling, and data analysis. My first master's in Advanced Marketing sparked a passion for solving problems and driving change. Former Visual Designer and Marketing Assistant at Deloitte, where I refined skills in design and strategy. Passionate about crafting user-centered solutions shaped by empathy, collaboration, and curiosity about how people think.

EDUCATION

MPS Communication Design | Parsons the New School   2024-2025 | New York, NY
Study Areas: UX Design, User Research, End-to-end design process, MVP development, Wireframing, Interaction Design, Design Research, User Persona, Design systems, Mobile UI/UX patterns, Responsive Layouts.

MSc Advanced Marketing Management | Lancaster University   2021-2022 | Lancaster, UK
Dissertation: Consumer conformity of Gen Z on Instagram: Analysis of virtual identities.
Relevant study areas: User Behavior Analysis, Marketing analytics tools, Data Analysis, Consumer Psychology.

BSc Management | Bilkent University   2017-2021 | Ankara, Turkey
Achievement: Dean's High Honor and Honor list student
Relevant study areas: Product strategy, Market research, Competitor analysis, Decision-making frameworks.

PROFESSIONAL EXPERIENCE

UX/UI Designer | Webzool Creative Inc.   Oct 2023 - Oct 2024 | Remote
- **Redesigned an internal timesheet platform**, improving usability and workflows by collaborating with cross functional teams and working directly with developers for implementation. Simplified navigation and optimized for mobile responsiveness, enhancing overall user efficiency.
- **Developed UX strategy** for a restaurant website and promotional landing pages, performing analysis and creating site-maps, which reduced overall development and design time for the team.

Deloitte and Touche LLAC. | Visual Designer/Marketing Asst.   Feb 2023 - Sep 2023 | Baku, AZ
- **Executed B2B marketing strategies** in collaboration with the business development team, increasing lead generation.
- **Optimized brand website** post-AEM certification and analyzed key metrics using Sprinklr CRM, resulting in a 10% improvement in engagement rates and more effective targeted marketing strategies.

Layermark Inc. | Marketing Intern   Jun 2020 - Sep 2020 | Ankara, Turkey
- 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.
- Participated in field conferences and training, gaining insights into GIS systems.

INVOLVEMENT | VOLUNTEER UX/UI DESIGNER

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

Design & Research: User-centered design, Design systems, Interaction design, Storytelling, User Flows, Wireframing, Prototyping, Usability testing, Product Strategy & Cycle & MVP Development, User research, Journey mapping, Persona creation, Heuristic evaluation, Qualitative & Quantitative research, Software interface design, Design documentation, Responsive web design

Technical: Figma, Adobe CC (Illustrator, Photoshop, Indesign), HTML & CSS, JS, Data Analysis (Excel, ComScore, Maze, Google Analysis, Sprinklr, Atlas.ti)

Soft Skills: Collaboration, Workshopping, Presentation, Exchange constructive feedback, Problem- solving.

Languages: English, Turkish, Russian, Azerbaijani