

# Inji Mammadli

PRODUCT DESIGNER

## EXPERIENCE

### UX Researcher and Designer | Marketeq Digital

Jun 2025 - Sep 2025 | New York, United States

Conducting UX research and designing wireframes and UI for SaaS platforms. Work includes dashboard design, design audits, and building enterprise features like task assignment, screenshot tracking, and project management.

### UX/UI Designer | Webzool Creative Inc.

Oct 2023 - Aug 2024 | Remote

- Redesigned an internal timesheet platform, improving usability and workflows by collaborating with cross functional teams and working directly with developers for implementation.
- Developed UX strategy for a restaurant website and promotional landing pages, performing analysis and creating site-maps.

### Designer, Marketing & Comms. Assistant | Deloitte and Touche LLAC.

Feb 2023 - Aug 2023 | Baku, Azerbaijan

- Optimized Deloitte's brand website post-AEM certification, conducting usability audits and using analytics tools like Sprinklr CRM to improve navigation and increase engagement.
- Designed and refined digital and marketing assets, while collaborating with cross-functional teams to enhance branding, and digital strategy.

### Marketing Intern | Layermark Inc.

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.

## EDUCATION

### Parsons the New School | Masters in Communication Design

2024-2025 | New York, US

STUDY AREAS: UX Design, End-to-end design process, Wireframing, Interaction Design, Design Research, Design systems, Mobile UI/UX patterns, Responsive Layouts, Design Sprints.

### Lancaster University | MSc Advanced Marketing Management

2021-2022 | Lancaster, UK

DISSERTATION: Consumer conformity of Gen Z on Instagram: Analysis of virtual identities.

STUDY AREAS: User Behavior Analysis, Marketing analytics tools, Data Analysis, Consumer Psychology.

### Bilkent University | BSc Management

2017-2021 | Ankara, Turkey

ACHIEVEMENTS: Dean's High Honor and Honor list student

STUDY AREAS: Product strategy, Market research, Competitor analysis, Decision-making frameworks.

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[Portfolio Website](#)

[LinkedIn](#)

[Medium](#)

[Github](#)

[Behance](#)

## VOLUNTEERING

### AI Hackathon | Participant

April 2025

Built an AR/AI prototype in 48 hours with a team of 3, formulating the concept and experience for a tool that simulates bullying scenarios from multiple perspectives.

### Marcode Agency | UX Designer

Mar - Aug 2024

Designed and improved UI/UX for web and mobile, including booking platforms and landing pages across industries.

## SKILLS

### Design & UX

User-centered design, interaction design, design systems, wireframing, prototyping, usability testing, user research, journey mapping, persona creation, product strategy & MVP development, responsive web design.

### Software & Technical

Figma, Adobe Creative Cloud (Illustrator, Photoshop, InDesign), HTML/CSS, JavaScript, Excel, ComScore, Maze, Google Analytics, Sprinklr, Atlas.ti

### Soft Skills

Collaboration, workshops, feedback, presentations, problem-solving.

### Languages

- English
- Turkish
- Russian
- Azerbaijani