

INJI MAMMADLI

UX/UI Designer: Merging Data- Driven Insights into User Experiences

+994 552209968 - Baku/Azerbaijan

mammadlinji@gmail.com

[LinkedIn Profile](#)

[UX/UI Portfolio](#)

[Behance Profile](#)

[Market Research Blog](#)

HIGHLIGHTS

- Responsive Web Design
- User Behavior Analysis
- Interactive UI Creation
- High-fidelity Wireframing
- Cross-Platform & Solution-Driven Approach
- Innovative Design Thinking Branding & Digital Solution Pioneer

EDUCATION

High Honour Diploma in UX/UI Design:

Baku Design Academy

Baku/Azerbaijan (02/2023 – 09/2023)

MSc. in Advanced Marketing Management:

Lancaster University

Lancaster, United Kingdom (2021 – 2022)

- **2:1** Upper Second Class
- **Dissertation:** Study of consumer conformity of Gen Z on Instagram: Analysis of virtual identities through the lens of temporality

Bachelor of Science in Management:

Bilkent University

Ankara, Turkey (2017 – 2021)

- **3.41** GPA
- **Achievement:** Dean's High Honor and Honor list student

CERTIFICATIONS

- Adobe Experience Manager from Deloitte & Touche LLC (06/2021)
- Creating Accessible Resources training (2022)
- Information Security training (2022)
- HubSpot Inbound Certification (2022)

SUMMARY

UX/UI Designer with a unique blend of marketing expertise and data-driven design acumen. Leveraging an academic background in Advanced Marketing Management and hands-on experience in market analysis, I excel in conducting incisive research to craft user-centric interfaces. With proficiency in a range of design and data analysis tools, I am passionate about creating intuitive and impactful user experiences. I am eager to contribute to forward-thinking design teams and academic conditions that value innovation, research, and user engagement.

WORK EXPERIENCE

UI/UX Designer

10.23 - present

Webzool Creative Inc. – Remote

- Produced documentation for digital projects for clients.
- Collaborated with cross-functional teams, leading to a 40% improvement in project delivery timelines.

UX Designer Intern

08.23 - 11.23

Emotix Co. – Baku, Azerbaijan

- Spearheaded generative, primary, and secondary research initiatives, driving user-centric design solutions.
- Identified and addressed market and user needs, enhancing product usability by 30% & increasing user retention by 25%.

Marketing and Communications Assistant | Visual Designer

02.23 – 08.23

Deloitte and Touche LLAC. – Baku, Azerbaijan

- Collaborated with the business development team, executing B2B marketing strategies that increased lead generation by 20%.
- Orchestrated event planning, crafted compelling proposals and presentations, boosting brand engagement by 35%.

LANGUAGE SKILLS

- English: Professional
- Azerbaijani: Native
- Turkish: Fluent
- Russian: Fluent
- German: Elementary

HARD SKILLS

- **Research & Analysis:** User Research; Data Analysis; Market Analysis
- **Design and Development:** Web and App Design; Responsive Design; Mobile Design Expertise; Interactive UI Creation; Cross-Platform Design; HTML/CSS (beginner)
- **UX/UI Design Tools:** Figma; Adobe Illustrator; Procreate; Maze; Miro.
- **Design Techniques & Methodologies:** Prototyping; Usability Testing; Design Systems; Sketching and Wireframing; Information Architecture; High-fidelity Wireframing
- **Marketing & Strategy:** B2B Marketing Strategy; Branding; Digital Solution Development
- **Specialized Knowledge:** GIS Systems Knowledge; CRM and Content Management solutions system (AEM).

OTHER SKILLS AND INTERESTS

- **Mentoring:** Volunteered in Social Responsibility Projects; Taught piano for 4 months to visually impaired middle school students
- **Music:** Graduated from 7 year-based Music School with a major in Violin; participated in local concerts; can play the guitar, piano and violin with professional music knowledge

- Maintained and optimized brand website post Adobe Experience Manager (AEM) certification.
- Designed and disseminated diverse content, leading to a 50% increase in engagement rates for digital invitations, banners, and newsletters using Adobe Illustrator, InDesign, and Canva.
- Analyzed and reported on key metrics using Sprinklr CRM (Customer Experience Management Platform), leading to a 25% improvement in targeted marketing strategies.

Marketing Intern

06.20 – 09.20

Layermark Inc. – Ankara, Turkey

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

SOFT SKILLS

Concise Report Writing, Presentation and Strategic Planning: Recommended a strategic marketing response by developing marketing and business plans for the companies like Marks and Spencer, ASOS (UK), Avane Cloud Kitchens, Borro Restaurant, Interco Robotic Inc. and HOP electric scooter (Turkey)

Team Collaboration, Leadership and Effective Communication, Mentorship: Worked in large teams on multiple projects. Participated in Model United Nations, Philosophy debates throughout high school and bachelor's degree as an extracurricular activity.

Strategic Vision, Time Management, Problem Solving Critical Thinking and Attention to Detail: Organized concert and played the guitar in Mithat Enc Middle School for the Visually Impaired and Blind and 3 large (500 people) events for Deloitte Touche LLAC.

Empathy for Users, Creativity and Initiative: Completed 8+ full UX Research and UI Design projects from scratch. Details are given in the portfolio. Worked as creative individual in professional organizations.