

Amaya Mali

Product Design | User Research

512.695.6794

amaya.mali3@gmail.com

linkedin.com/in/amayasm

<https://amayasmali.github.io/FinalPortfolio/>

Skills

Wireframing Content Strategy
Prototyping User Research

Adobe

Photoshop XD
Illustrator Premiere Pro
InDesign After Effects

Tools

Figma InVision
HTML CSS
JavaScript Python
Java

Education

University of California - San Diego | In Progress
Major Bachelor of Science in Cognitive Science
Minor Design

Professional Experience

- AI-Global.org **Design Intern | Jun 2019 - Present**
Conducted market research and redesigned the main website
Took a Canadian Government specific algorithmic impact assessment and applied content strategy, prototyping and user testing to create a globally applicable streamlined questionnaire.
- Moores Cancer Center **Web Developer | Aug 2019 - Present**
Presented design research and created 3 designed mockups
Used HTML and CSS to develop a website for potential sponsors for the Duane Roth Award Annual Event
- CAIDA **Graphic Design Intern | April 2019 - Present**
Curated visual designs and logos for more than 2 projects for data analyst projects. Met with principle investigators for the research projects. Went through processes of creating mockups to final logos files through receiving feedback and redesigning. Used Illustrator to design logos and graphics.
- Winkelman Lab **Research Assistant | Jan 2019 - Present**
Assisted with graduate student psychological experiments that study human morals and social behavior. Manage participants by recording data and starting the studies. Taught new research assistants lab procedures. Trained to do fEMG studies.
- Swing Golf App Startup **UX Designer | Aug 2018 - Feb 2019**
Created the first designs for the app. Conducted user research by going to golf ranges and interviewing people. Did wireframing gathered feedback and then created a high-fidelity prototype of the onboarding process and home screen.
- CognitiveScale **UI Design Intern | Jun 2017 - Jul 2017**
Created a wireframe of a calendar for a hospital Conducted market and design research on top AI trends in UI designs.
During my internship here, I completed a Design Thinking Workshop

Extracurricular

- Design For America - UCSD
Design Education Internal Lead | May 2019 - Present
Team Member | October 2018 - Present
Designed an app to help students with mental wellness
Conducted User research on college students
Gathered insights from user testing and redesigned the application
Delivered a Continuity report describing the projects timeline
- Cognitive Science Student Association
Executive in Logistics | May 2019 - Present
External Public Relations | May 2018- Present
Organized and registered rooms for events
Used Illustrator to create logos and t-shirts for national conference, did the visual design and branding for all events including fundraisers, socials, and the annual national conference.