

## MALLIKA PURI

An intuitive Interaction designer, with a strong focus on visual and human-centered design. Designing for digital and traditional spaces, from websites to apps to print media, with a concentration on solving for accessibility.

## EXPERIENCE

### Optimize USA, San Francisco, CA • *Communication Designer*

FEBRUARY 2017 - PRESENT

- Launched: <http://www.optimize-usa.com>
- Design digital assets, photograph products, and write copy for the website and social media: @usapothecary and @optimizeusa on Instagram.
- Organize daily tasks, manage wordpress, create invoices, write website copy, press releases, policies and various documentation. Create visually enticing emails using MailChimp.
- Develop branding materials (logo, iconography, color palettes) while producing stationary such as labels, pamphlets, banners, marketing assets.
- Map out monthly social media with an editorial calendar and writing SEO strategies.
- Work closely in a small team of 5 people: estheticians, chemist and developer and lead daily feedback rounds.

### Lion Interactive, Berkeley, CA • *UX/UI Designer*

JANUARY 2016 - MARCH 2017

- Engaged in the complete lifecycle of a responsive website—from competitive research, brainstorm sessions, UX flows, journey maps, wireframes, to visual design.
- Considered all the aspects of responsive design and how the website will look and function on a multitude of platforms, while solving for constraints for each device.
- Engaged in weekly brainstorm sessions and interacted with clients by documenting their project needs through interactive exercises like mind-mapping and sketching.
- Worked in a small team of 4-6 people and collaborated with project managers, fellow designers and developers on a regular basis to solidify expectations and meet end goals.
- Created end-to-end experiences, lead visual design and launched: <http://bayareadiscoverymuseum.org> + <https://www.theathletesvillage.com>

## CONTACT

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Lives in Concord, CA

## EDUCATION

California College of the Arts,  
BFA in *Interaction Design*

FEBRUARY 2011 - MAY 2015

## SKILLS

### Software Skills:

Sketch, Photoshop, Illustrator, Indesign, Invision, Omnigraffle, Principle, Axure, Audacity, Flash, Final Cut Pro, Adobe Premiere, HTML, Arduino, Processing, Keynote, MS Office, Wordpress.

### Design Skills:

Human-Centered Design & Research, Responsive Web Design, Sound Design, Videography, Social Media Marketing & Design, Lean and Agile Methodology.

(Strengths include Visual Design, Web Design, Research, Systematic Thinking, Color Palettes).

## SIDE PROJECTS

### Science Behind Nature:

In collaboration with a chemist, I'm developing a beauty line that promotes relaxation. Working on design from ground-work as well as marketing outreach.

## **Benioff Children's Hospital, Oakland, CA • UX Consultant**

JUNE 2015 - OCTOBER 2015

- Redefined visual layout for Benioff Children's Hospital's online medical library, giving it more life, color, and character. Decisions were largely supported on branding and culture.
- Worked within technical constraints by learning a software that met the needs of the clients. With constant coordination and collaboration with the librarian and staff, designs were executed appropriately.
- Designed a preliminary health monitoring app for UCSF Medical Center, for the birth defect Gastroschisis.

## **Yerdle, San Francisco, CA • UX Design Contractor**

MAY 2015 - AUGUST 2015

- User-tested iOS product while facilitating over 45 usability sessions with people locally and all around the country. Presented results and delivered a written report that leveraged product development.
- Designed support for web and Android parity for the product using Sketch; independently learned material design and successfully translated iOS design to Android.
- Worked independently as well as collaborated with a small team of five including designers and developers on a regular basis.

## **Hewlett-Packard, Palo Alto, CA • UX Design Intern**

MAY 2014 - SEPTEMBER 2014

- Created consumer product pages, enterprise pages, and e-commerce pages using tools such as Photoshop and Axure.
- Enhanced knowledge on Responsive Design through hands-on workshops while working collaboratively in a team of six designers.
- Created consistent, brand-caliber designs for the Global HP.com digital ecosystem—web and mobile.
- Took observational notes and provided high-level feedback to test usability. Participated in heuristic sessions.

## **SiVola: A Social Magazine, San Francisco, CA • Design Apprentice**

JULY 2012 - OCTOBER 2012

- Focused on visual design and suggested improvements for the UX/UI through prototypes and callout-presentations using Omnigraffle.
- Moderated app content weekly and researched ways to regulate and promote user-generated content as well as manage social channels.