Muskan Malik

San Francisco

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WORK EXPERIENCE

W.I.S.E. Foundation | Remote, USA

UI/UX Designer | Nov 2024–Present

- Leading end-to-end design of an E-Learning web platform, transforming a 50-page course-structure documentation into a clear, engaging user interface that enhances user navigation.
- Collaborating with cross-functional teams to iterate on user flows and wireframes, ensuring design decisions align with organizational goals, brand identity, and accessibility standards.

NDA | Remote, California

Freelance Product Designer | Aug 2024–Feb 2025

- Designed a data visualization platform for service operations managers to reduce rigidity in customization, duplicate metrics, and time taken to consume relevant data & insights by 10% per day.
- Worked with an established design system to create a new dashboard experience, collaborating with a team of product managers and 10 developers to deploy the project in 6 months, resulting in a 4 CSAT score.

Enso Village | Healdsburg, California

Product Designer | Jan 2024–Nov 2024

- Developed and implemented a scalable UX system for experiential wayfinding, for 220 residential units to improve navigation and accessibility for elderly residents by 50%.
- Conducted 20+ user interviews and usability tests, translating findings to develop an innovative wayfinding system consisting of 5 touchpoints and prototypes, spanning digital products and physical spaces.
- Collaborated cross-functionally with project managers and a multidisciplinary team of 4, focusing on end-to-end user-centered design, to build user journeys that met both business objectives and user needs.

The Ideas Lab | New Delhi, India

Graphic Designer + Product Designer | Jan 2022–Jul 2023

- Created a visual strategy for 'The Lab Mag' across digital platforms, driving a 3x increase in viewership.
- Designed The Ideas Lab mobile app, leading end-to-end UX/UI design from wireframing to implementation, and collaborated with developers to ensure a seamless design-to-development handoff.
- Developed a component-based design system, improving consistency and accelerating design iterations by 40%, while integrating interactive storytelling elements that increased user engagement by 25%.
- Streamlined workflow by addressing and resolving collaborative issues across a 5-member cross-functional team, improving team efficiency and delivering high-quality design assets on time.

EDUCATION

California College of the Arts | San Francisco, California

Master of Design, Interaction Design | Aug 2023–Aug 2024

- **Relevant courses:** User Research, Design Thinking, Information Architecture, Systems Thinking, Product Strategy

Indira Gandhi Delhi Technical University for Women (IGDTUW) | New Delhi, India

Bachelor of Architecture | Aug 2017–Jul 2022

SKILLS

- **Design Tools**: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Dovetail, AI
- **Design Processes**: Wireframing, Prototyping, Product Strategy, UI/UX Design, User Journeys, User Flows
- **User Research & Analysis**: Usability & Concept Testing, A/B Testing, Moderated & Unmoderated Interviews
- **Soft Skills**: Collaboration, Problem-Solving, Leadership, Adaptability, Storytelling