

Hina Malik

Location: Los Angeles, CA | **Email:** hinaomk@gmail.com

Product Designer | Master's in Human-Computer Interaction

SUMMARY

Product Designer with a strong foundation in user-centered design, creating high-fidelity experiences, interaction patterns, and scalable design systems across web and mobile. Delivered 100+ user flows, improved task completion by 25%, and reduced design and engineering inefficiencies by up to 40%. Experienced in integrating AI into product and growth workflows using tools like Figma, Adobe Creative Suite, and Claude, bringing a strong product mindset and clear communication across teams.

EXPERIENCE

Product Design, Olympic Maids

Jan 2025 - Current

- Sole designer owning end-to-end product design across a multi-platform ecosystem, including client-facing booking, payments, scheduling systems, revenue and earnings dashboards, and internal tools.
- Led end-to-end integration of AI across product and growth, building scalable systems for virtual assistants, conversational messaging, SEO, client outreach, and automated content and ad generation.

Product Design, Iowa State University

Aug 2024 - Jan 2025

- Led end-to-end UX and visual design for a university website and two mobile apps, producing 100+ user flows, wireframes, prototypes, iconography, HTML/CSS layouts, and high-fidelity Figma designs.
- Improved usability and task completion by restructuring site sections, simplifying 10+ forms, clarifying 50+ labels, and strengthening navigation and content hierarchy grounded in UX principles, brand, and accessibility guidelines.
- Collaborated cross-functionally with four academic departments, engineers, and over 45 stakeholders to review builds, present demos, gather feedback, and iterate designs, delivering clear handoff files and reusable design assets.

Product Design, COLTIE

May 2024 - Sep 2024

- Rebuilt a fragmented mobile product in Figma, establishing a cohesive design foundation, reusable components, and interactive prototypes that reduced design debt by 40% and cut prototype creation time by 30%.
- Mapped and redesigned core user workflows and journeys, clarifying navigation and reducing friction to improve task completion rates by 25% across key flows.
- Partnered closely with engineers to communicate design intent and interaction logic, improving implementation accuracy by 30% and decreasing post-release UX bugs by 20%.

EDUCATION

Masters of Science in Human-Computer Interaction | Iowa State University

Bachelors in Business Leadership and Management | Rutgers University

SKILLS

- **Tools:** Figma, Adobe Creative Suite, Claude, Framer, ChaptGPT, v0, Perplexity, Figma AI
- **Visual Design:** High Fidelity Mockups, Interaction design, Design Systems, Visual Identity, Accessibility Guidelines, Wireframes
- **User-centered Design:** Solid foundation in User-centered Thinking, User Empathy, Design Thinking
- **Teamwork & Collaboration:** Strong collaborator, highly receptive to feedback, excellent communication skills
- **Personal Attributes:** Curious mindset, proactive, strong work ethic, growth mindset, attentive to detail