

Daksh Sanjay Malik

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OBJECTIVE

Passionate and innovative designer with a proven track record in creating impactful user experiences. Experienced in graphic, web, and user experience design, I am excited to contribute my skills to your design team. My comprehensive portfolio showcases a diverse range of projects that reflect my dedication to delivering brand-aligned and captivating designs.

EDUCATION

Arizona State University, Tempe AZ, USA

Graduating May 2024

Master of Science in Human Computer Interaction

Vellore Institute of Technology, Vellore, Tamil Nadu, India

July 2018 – April 2022

Bachelor of Computer Science

GPA - 8.0/10

WORK EXPERIENCE

ASU Herberger Institute of Design

November 2022 – November 2023

UI/UX Designer

- Developing an interactive digital archive showcasing narratives of black communities through youth perspective under Prof. Carla Lyndale Bishop's supervision.
- Oversee the design and execution of a qualitative research study to understand the experiences of Black users better. The findings inform the product roadmap for the next 3 years.
- I implement user models, user personas, wireframes, and prototypes for the MVP of the application, resulting in a 30% reduction in development time and a 50% increase in user satisfaction during testing.

Rapid Innovations

May 2022 - August 2022

Visual Designer

- Achieved 70-90% user satisfaction by designing intuitive, accessible, and user-friendly Web 3.0 and AR/VR projects delivered to 5 clients. Worked on visually stunning brand assets, including logos, marketing collateral, and advertising materials.
- Developed in-house design system with 100+ screens and 200+ UI components for Blockchain and NFT-based designs, reducing development time by 50%.

Springboard India

June 2020 - September 2021

UI/UX Design Mentee

- 700+ hours spent of hands-on design experience with stakeholders.
- Mastered skills in visual design, animation, information architecture, storyboarding, wireframing, prototyping, testing, and many more to deliver user-centric screens.

PROJECTS

Vrikshlink

Jul 2018 - Apr 2019

Project Type: Web Application for Live Tree Monitoring System

- An online platform to take care of trees and plants when not physically present with them.
- Conducted user research that was coherent with business goals to identify effective safety process and designed a system with user-friendly interface, instructions, guidelines, and easy accessibility to workers.
- Revamped the manual structure with new navigation, menus, and simplifying the frequency of misdirected steps in the manual process, and launched a web app by reducing 60% errors within 6 months, improving retention and user experience by 40%.

SweatItOut

Jun 2019 - Aug 2019

Project Type: Mobile Application for Customised challenge based workouts

- Customized fitness challenges in an intuitive app increased user motivation and progress towards fitness goals by 35%, as shown by measurable data of more than 500k people.
- Conducted user research and created user personas that aligned with business goals to make system with a user-friendly interface, instructions, guidelines, and easy accessibility to users which can help in having a user retention rate of 50%.

SKILLS

Design Skills: User Research, Storyboarding Prototyping, Wireframing, UI Design, User Persona Creation, Graphic Design, User Journey Mapping, Task Analysis, Usability Testing, Visual Identity Design, Print Layouts.

Tools and OS: Adobe Suite (Photoshop, Illustrator, After Effects, XD) Figma, Framer, Protopie, Sketch, Macintosh OS, Windows OS, Android OS, IOS

Miscellaneous Skills: Management, Front-end Programming, Flutter Development, Linux