

Muhammad Abdullah Malik

mabdullahm.work@gmail.com

+92 333 5343877

334-D2 Wapda Town, Lahore

Work Experience

PosterMyWall - Product Designer

March 2020 - Present

- Created a new design system for laying the foundation of design maturity at postermyswall.
- Created a cohesive and scalable visual brand identity using stylescapes based upon our ideal user personas in order to project a consistent image.
- Focused primarily in understanding the users of this platform with the help of tools like hotjar, trymyui (user testing), google optimise (a/b testing) and google analytics.
- Used the above understanding to introduce features like utility popups to declutter sidebars, animation seek-bar to make the animation creation process easier.
- Currently working on improving the UX of the main dashboard called my stuff where the primary goal is to give all users a birds eye view of all features and help them easily choose what they want to do based off their user persona and need.

Educative - Front-end Engineer & UI Designer

June 2018 - March 2020

- Lead the implementation of educative's design system.
- Lead the front-end development and design for **edpresso** by educative & **Marketing Campaign Pages**.
- Worked on the **re-design** effort for the platform in **2018**.
- Written **1-pagers** & **6-pagers** and stayed actively involved in their discussion for upcoming features and their in depth implementation.
- Conducted designer interviews.
- Understand user interactions with the help of HotJar.

Freelance Designer - Web, Logo

June 2015 - June 2018

Polycons - Creator

October 2020 - Present

LUMS - Teaching Assistant

Fall 2016 - Spring 2017

Education

LUMS

2014 - 2018

Bachelors in Computer Science

CGPA 3.19

SCGPA 3.34

Lahore Grammar School

Cambridge A-Level (3As)

Cambridge O-Level (9As)

Skills

Design

Visual Design, Product Conceptualisation, Information Architecture, Wire-Framing, Prototyping, Hi-fidelity mockups, Design Systems and Brand Identity Systems.

Portfolio: www.mabdullahm.me

Development

Front-End Development, Optimisations & Standardisations, Interactions, Consolidations, Code Reviews, Documentation & Testing.

Tech & Tools

Netlify, Github, Slack, JIRA, VSCode, Basecamp, Sketch, Figma, Adobe Creative Suit, Zeplin.

React, React Native, Redux, Javascript, HTML, CSS, Gatsby, Styled Components, Restful API, JEST, Selenium.

Collaboration

Detail Oriented, Self-Starter, Candid Communicator, Team Player.