DANIAL MALIK

PRODUCT DESIGNER

EXPERIENCE

Freelance Graphic and Web Designer | Self Employed

JAN 2016 - Present, VANCOUVER, BC

- Successfully enhanced customer engagement for local businesses by delivering over 500+ projects. Ranging from in-store marketing to online email campaigns reaching thousands of people
- Built great customer to business relations by designing customer focused, user friendly websites that utilize the business' value proposition to effectively reach their target audience.

New Media Designer | Black Press

JAN 2013 - DEC 2015, VANCOUVER, BC

- Successfully reached over eight thousand new customers via large scale email campaigns by developing multiple user databases
- Centralized a training guide for all BC regional sales staff to parse digital job postings to LocalWork.ca and BCClassifieds.com

Graphic and Web Designer | Bourquin Printers & Signs

JAN 2011 - NOV 2015, VANCOUVER, BC

- Supervised multiple team members to ensure project guidelines were followed with emphasis on brand uniformity
- Designed projects in various formats including web design, logo and brand development, large format print media, and more

EDUCATION

BrainStation | Diploma, User Experience Design

SEP 2022 - DEC 2022, VANCOUVER, BC

BCIT | Senior Management Certificate, New Media & Design

SEP 2009 - AUG 2010, VANCOUVER, BC

LATEST PROJECTS

Product Designer | KidsClues

DEC 2022, BRAINSTATION

- Created a digital app design to empower parents of non-verbal children to confidently communicate with their kids through fun and informative activities.
- Informed by user interviews I explored design ideas via sketches and wireframes validating the final prototype with user testing.

Product Designer | EA + BrainStation Hackathon

DEC 2022, INDUSTRY COLLABORATION

- In 24 hours we created a digital prototype for the new EA APP translating our redesign to a functional website by collaborating with designers and providing design assets to developers.

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PROFILE

Great design can drive meaningful change. I have been a graphic designer for 10+ years but to really understand the effects digital products can have, I entered the UI/UX Design field.

By creating digital products that are truly people-centered, I aspire to make a positive impact on user's and how they interact with these products in their everyday lives.

SKILLS

Windows + Mac

Exploratory Sketches
Wireframes
Prototypes
UI Components
Interaction Design
Design Briefings
User Interviews
User Testing

Figma
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Fireworks
Microsoft Word
Microsoft Power-point
Microsoft Excel

Wordpress
HTML5
CSS3
Twitter Bootstrap
Jquery