Amira Maruf

Product Designer

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+ Click me!

EXPERIENCE

Freelance Product Designer / A.M. Design / Jan 2016 –

Consults, designs, and implements functional websites and brands for clients. Delivers insights to solve challenges in products and services, both physical and digital. Tripled webpage viewership, formulated marketing strategies through user interviews. Oversees full scope of the design process from ideation to completion utilizing Adobe CC, Figma, and Sketch.

- Pattern: created a more inclusive way to experience sounds and color through music.
- Brackets: expanded on existing streaming products and enhanced product usability.
- Skips: created a multi-purpose grocery shopping application to reduce shop time.
- HLV Magazine: web design, identity, and branding resulting in increased webpage viewership.

Experiential Designer / DLR Group / May – July 2020

Presided the generation of user experiences through illustrative signage for elementary schools in MBUSD. Presented visual aids and graphics for client selection while meeting deadlines.

- Successfully completed 34 signage illustrations for three elementary schools in Manhattan Beach Unified School District within three months; reduced production time.

Instructional Design Assistant + School of Art Designer + Graduate Teaching Fellow / University of Houston / Aug 2018 – May 2020

Designed print and digital assets in addition to editing content and copy. Printed and assembled print collateral and ensured all institution branding to standards. Developed brand identity, catalog, gallery graphics, and marketing material for the 41st MFA thesis show and graduate exhibition for the Class of 2019. Coordinated meetings with faculty and artists.

- Assisted patrons and clients of the University of Houston: Arts and Technology Center.
- Maximized foot traffic to events through effective marketing strategy and development.

Research Assistant / William R. Jenkins Architecture and Art Library / May 2018 – May 2020

Supported academic research of patrons, maintained and provided information in digital and traditional formats, in addition to designing marketing collateral for events. Trained undergraduate employees and assisted with boosting efficiency while conducting research and assisting students.

- Maximized foot traffic through effective marketing events.

EDUCATION

+ Feel free to ask about my exhibitions, abroad residencies, and design awards.

Future Learn Present

Cert. UX/UI Design

University of Houston 2017 – 2020

Masters of Fine Arts in Graphic Design, GPA: 3.76 / 4.0

University of Houston 2013 – 2017

Bachelor of Arts in Communications, GPA: 3.47 / 4.0

SKILLS

Product Design, UX/UI Design, Product Strategy, User Research and Testing, User Flows, Wireframing, Prototyping, Visual Design, Branding and Identity, Responsive Design, Web Development, Front-end Development, Typography, Illustration, Copywriting

TOOLS

Adobe CC, Sketch, Figma, Invision, Notion, Microsoft Office, HTML