

SHRISTI MALLA

UX/UI Designer

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LinkedIn | Portfolio

PROFILE

I am driven by the belief that exceptional design has the power to transform how people interact with technology. My passion lies in crafting user-centric and innovative experiences that seamlessly bridge the gap between user's needs and business objectives. With a focus on user advocacy, research-driven insights, and innovation, I am eager to contribute my expertise to create unforgettable digital experiences that resonate with the users and drive business success.

SKILLS

Strategy & Planning

- Design Thinking Process
- User Centered Design
- Agile Methodology
- Analytical Thinking & Critical Thinking

Research

- Quantitative and Qualitative Research
- Usability testing
- Competitive Analysis

Software

- Figma, Avonni Creator, Proto.io, XD, Protopie, Sketch, Mockflow, Miro, Jira
- Adobe Suite (Illustrator, photoshop),
- Microsoft office.

Design

- Personas, Empathy Map, User Journey,
- Storyboarding.
- Information Architecture.
- Wireframing & Interactive Prototyping
- Design System

PROFESSIONAL EXPERIENCE

UX/UI Designer | Mobilekraft, London

January – June

2023

- I delivered user-friendly digital experiences for four main modules of a facilities management app designed to work seamlessly across various devices and platforms.
- I managed the design team while working closely with the development team to realise the UX/UI designs.
- Took charge of creating and upgrading the design system.
- As a skilled designer, I crafted the entire user experience from scratch, from carefully mapping user journeys and flows to producing wireframes and prototypes.
- Leveraged tools like XD and Figma to create top-tier prototypes and wireframes, and experimented with complex micro-animations through Protopie.
- I conducted remote user testing sessions with potential customers to ensure the best results by validating and refining the design.
- I facilitated a workshop to educate the stakeholders regarding the process of usability testing.

UX/UI Designer | Synaptic Software (Capita), London

September – November

2022

- I used the design thinking technique while working with the cross-functional team on a project from the research stage through the high quality wireframing and prototype stages. (cont.)
- I thematically analysed the user research data and created deliverables such as empathy mapping, user journey.
- I produced high-quality artefacts such as personas, empathy maps, user journeys, user stories, wireframes, and high-fidelity prototypes.
- To identify problems with Synaptic's webservice, I coordinated user testing sessions in partnership with the stakeholders.
- I conducted a design workshop to brainstorm ideas using mind mapping, validate design with product team, developers, and various stakeholders to ensure user experience and screen flow before implementing into high fidelity prototype and before design handoff.
- I facilitated a workshop to educate the stakeholders the importance of the UX design in the product developed.

UX/UI Designer Intern| Ultrabloom, London

January 2021 – April

2022

- I was responsible to deliver innovative concepts, high fidelity prototypes, sketches, and engaging user experiences by frequently communicating with the UX team
- I helped facilitate user research and user testing to validate design and carry on to the development stage.
- I was assigned and entrusted with more complex and expansive tasks. Entrusted to share design concepts to the UX team.
- I assisted other designers to help with the problem regarding the design they created.

UX/UI Designer | Superfast Pixels, London

March 2016- August

2016

- I was successful to meet several deliverables by designing sketches, wireframes and prototypes for multiple clients including house rental website, leisure website, corporate website.
- I created a user flow diagram for the developer to understand the flow of the designed website.

EDUCATION

MSc. Human Computer Interaction Design

City University of London

Merit Awarded | 2019 - 2020

BA. Digital Culture

Kings College London

2:1 Awarded | 2016 - 2019

AWARDS

Awarded Best BA Dissertation Project

Kings College London

SELF DRIVEN LEARNING

Design Skills | Figma Training and Certificate
Present