

Malik Jones-Robinson

User Experience Designer

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Objective

I have a passion for creating efficient and intuitive systems to improve user experience. I accomplish this through thoughtful user research, and information architecture. My combined work experience has given me a unique opportunity to observe how people learn. Through this I have learned how to leverage experience and knowledge users are coming with to create a better, more intuitive, experience. I am excited for an opportunity to bring these skills and talents to an organization that values the user centered design process.

Education

General Assembly | Sept 2014-Nov 2014

UXDI student

- Learned and used a wide variety of user-centered design methods
- Utilized design tools such as the Adobe Suite and to develop ideas from sketches to mockups
- Learned the current web design trends like mobile first, and responsive design

CUNY Hunter College
M.A. Special Education
New York, NY | May 2012

University of Michigan
B.A. General Studies
Ann Arbor, MI | April 2006

User-Centered Design Methods

User Flows | Site Maps | Information Architecture | Participatory Design | Wireframing | Surveys | User Interviews | Personas | Prototyping | Contextual Analysis | Competitive Analysis | Usability Testing | Heuristic Evaluation

Tools

Omnigraffle | Sketch | Axure | POP | Lightroom | Flinto | Keynote | Survey Monkey | Typeform | Invision | Photoshop | Illustrator | Indesign | GoodData | Photography | HTML | CSS

Work Experience

Orion Inc. | May 2017-Aug 2020

New York, NY

UX/UI Designer

- Lead UX designer on feature addition projects for existing applications for Major League Baseball and the National Hockey League
- Lead UX designer for research and design of a sports centric enterprise ticket request and event management system
- Created and lead workshops and testing sessions with clients
- Managed 3 designers across two different projects

Prudential | Dec 2016-Apr 2017

Newark, NJ

UX Designer

- Designed wireframes for Prudential Investments, and PGIM Fixed Income's migration to Pgim.com
- Conducted competitive research and analysis to develop a better user experience
- Contributed to the Prudential "Playbook" the company wide web-design guidelines

Freelance | Dec 2014-Present

New York, NY

UX/Web Design

- Designed squarespace site for new non-profit looking to raise money (collegebridgecafe.com)
- Customized Wordpress site, and created logo and branding for race and sports commentary blog (thinlinecollective.com)
- Conducted heuristic analysis to improve efficiency of signup process and understanding of the value proposition of Givkwik (www.givkwik.com)

NBC-Universal | Mar 2016-Jun 2016

New York, NY

UX Designer & Researcher

- Researched brands, competitors, and users for multiple NBC-Universal brands
- Created user flows, journey maps, and sitemaps to clarify and improve the user experience
- Took part in user testing sessions with NBCU brands
- Participated in cross-team ideation sessions with dev, product, and design teams

DoubleVerify | Feb 2015-Mar 2016

New York, NY

UX/UI Consultant

- Work in team with UX designers, visual designers, content specialists, and developers to design and build the user interface for online business intelligence reporting tool
- Iterate on designs of screens to meet a 3-4 week release cycle
- Work with content experts to develop appropriate work flows
- Utilize the understanding of Gooddata platform to iterate on user flows

NYC Department of Education | Oct 2007-Jun 2012

Bronx, NY

Special Education Teacher