



Malik Wasik Khan
Product Designer
Oakland, CA

CONTACT

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CONNECT

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SKILLS

User Interface User Experience
Interaction Design Typography
Marketing Brand & Identity
Wordpress HTML/CSS Agile
Information Architecture Mobile
Web Design Wireframes Sketch
Adobe Creative Suite Print

OBJECTIVE

I'm a highly self-aware, empathetic designer focused on creating high quality user-centered products. I do this by implementing a process that gathers requirements, understanding user needs, research, iteration, testing and incorporating feedback. My Economics degree has helped me understand the underlying business requests and how best to design for them.

I believe the best designs come through a team effort. My aim is to create work that satisfies not only the involved stakeholders but ultimately the end user. I feel honored to be working in a time where design is getting recognition as a necessity to a successful business.

BACKGROUND

EXPERIENCE

2014 - PRESENT

Kaiser Permanente - Oakland, CA

UI/UX Designer

- Increased authentication rate from 64% to 94% with a redesign of the sign on page
- Lead designer for internal, doctor-facing Wordpress Sites for multiple Kaiser Permanente initiatives
- Designed multiple Health Care packages based on use cases, business requirements and user-centered design
- Operated as a visual designer within an Agile workflow
- Designed e-mail marketing campaigns to engage our patients into completing the necessary steps in a care path
- Key contributor as a visual designer to the mobile apps for patients throughout Northern California
- Assisted in the design and creation of a component based style guide

2013 - PRESENT

Dapper Crew - San Diego, CA / Oakland, CA

Co-Founder and UI/UX Designer

- Founder of a men's clothing delivery / fashion consulting service.
- Designer and developer of the company's website.
- Stylist for over 100 clients throughout the United States.
- Market the company through various forms of online and offline advertising.

2013

Sony Electronics - San Diego, CA

Digital Marketing Analyst

- Maintained a library of digital marketing assets and content for over 1,000 products within a CMS.
- Created digital marketing advertising including email templates and banner ads.
- Reduced company's carbon footprint by implementing waste reduction protocol resulting in a \$50,000 company savings
- Created quantitative analysis reports using Microsoft Excel, PowerPoint and SAP functions used by senior managers to make decisions.

2013

Dine In 2Nite - San Diego, CA

Web Designer and Marketing Specialist

- Self-directed the print marketing and digital marketing department of six new profitable franchises.
- Optimized website's content for search engines through web tools and A/B testing.
- Participated in weekly design reviews and provided suggestions on design improvements.
- Increased the Facebook reach of the franchise by over 150% through contests and brand marketing.
- Primary point of contact for over 100 customer accounts.

EDUCATION

2008 - 2012

University of California, Irvine

Economics

2010

University of Canterbury, New Zealand

Study Abroad