EJ MALEK

Senior Product Designer | Frontend Developer

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PROFESSIONAL SUMMARY ——

Seasoned Product Designer with 15+ years of experience delivering scalable, user-centered solutions for web and mobile platforms. Expertise in prototyping, data-driven design, and cross-platform UX/UI strategies to enhance user engagement. Proven ability to align creative vision with business objectives and deliver results under tight deadlines.

AREAS OF EXPERTISE ——

Design and User Experience: Wireframes, Prototypes, User Research, Usability Testing, Heuristic Evaluation, User Journeys, Accessibility Standards (WCAG).

Development Tools and Technologies: HTML5, CSS3, JavaScript, TypeScript, React, Next.js, Tailwind, Redux, RESTful APIs, GraphQL.

Design Systems and Collaboration: UI Design Systems, Component Libraries, Responsive Design, Data-Driven Design, Micro-Interactions, Design Thinking.

Data and Optimization: A/B Testing, Information Architecture, Visual Design, Web Optimization, Core Web Vitals.

Methodologies: Agile, Scrum, Design Thinking.

PROFESSIONAL EXPERIENCE ——

Senior Product Designer

Freelance, Austin, TX

01/2015 – Present

Collaborated with cross-functional teams to design responsive, data-driven UI/UX solutions, optimizing user experiences and driving measurable improvements in engagement.

- Designed scalable information architecture using data-driven principles, improving navigation efficiency and reducing task completion time by 15%.
- Conducted heuristic evaluations to refine interaction design, reducing usability issues by 25% and increasing user satisfaction for SaaS platforms.
- Developed scalable UI design systems, ensuring consistent visual standards and reducing development time by 30%.
- Delivered user-centered solutions aligned with business goals, accelerating project timelines by 15%.

Frontend Developer

Freelance, Houston, TX

11/2009 – 12/2015

Developed responsive web applications for multimedia and digital marketing companies, ensuring seamless cross-browser functionality.

- Boosted website performance by reducing page load times by 25% using lazy loading and asset optimization.
- Designed accessible UI components and conducted WCAG audits, increasing usability for users with disabilities by 30%.
- Integrated RESTful APIs and GraphQL endpoints to enhance data retrieval efficiency by 20%.
- Utilized Redux for state management, reducing code complexity and improving maintainability.

Art Director
Pi Studios, Houston, TX
12/2005 – 10/2009

Led art departments and oversaw the creation of game assets, ensuring alignment with project goals.

- Established and maintained visual styles for AAA game projects, ensuring consistency across assets and environments.
- Collaborated with designers, developers, and producers to align art direction with gameplay mechanics, resulting in cohesive player experiences.
- Optimized integration of 3D models and animations into game engines, balancing performance and visual fidelity.
- Mentored a multidisciplinary art team, achieving key milestones ahead of schedule.

EDUCATION --

Associate of Applied Science, Computer Animation

The Art Institutes, Houston, TX

Professional Development in Business
University of Houston, Houston, TX

KEY SKILLS --

- User-Centered Design
- Accessibility Standards (WCAG)
- Responsive Web Development
- Cross-Platform UX/UI
- Data-Driven Decision Making
- Agile and Scrum Methodologies

ADDITIONAL INFORMATION ---

- **Tools**: Figma, Adobe Creative Suite, Sketch, Jira, Confluence, VS Code.
- **Languages**: English (fluent).