



Amira Maruf

Product Designer

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EXPERIENCE

- **Associate Product Designer / Paycom / Jan 2021 -**
Collaborates with PMs, developers, and QA for product alignment. Works hand-in-hand with agile teams with short deliverable deadlines. Conducts user testing with existing clients, from multiple personas, to deliver an optimal user experience. Updates products with new functionality for legacy pages and a variety of redesigns within Applicant Tracking Systems + Background Checks.
 - Revamped the global search results page within ATS.
 - Designs SaaS products for over 4.1 million users.
- **Design Consultant / 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, Sketch and accompanying tools.
 - University of Houston – School of Art + Moores School of Music
 - University of Houston – Athletic Communications + On-campus Organizations
 - Premier Strategies + HLV Magazine – Small Businesses
 - SKIPS, Pattern, Brackets – Passion Projects
- **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.

EDUCATION

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

Grow with Google [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 Personas, User Flows, Wireframing, Prototyping, Visual Design, Branding and Identity, Responsive Design, Sprints, Interactive Design, Web Development, Front-end Development, Typography, Illustration, Storytelling, Copywriting

TOOLS

Adobe CC, Sketch, Figma, React, Axure, Draw.IO, Confluence, Jira, Invision, Notion, Microsoft Office, YouTrack, HTML