



# Maryam Habibi

## Senior UX/UI Designer

Los Angeles | (805)791-5664

[www.maryamhabibidesign.com](http://www.maryamhabibidesign.com) | [maryamhabibi100@gmail.com](mailto:maryamhabibi100@gmail.com) | [www.linkedin.com/in/habibimaryam](http://www.linkedin.com/in/habibimaryam)

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### ABOUT ME

I'm a User Experience (UX) and User Interface (UI) Designer whose insatiable curiosity lies in users' perspective and pain-points. With a bold goal to create an experience in which users enjoy efficiency and find aspiration, I turn challenges into user-centric solutions. As a seasoned UX/UI designer, I selflessly empathize with users and find passion in designs that blend logic and reason with creativity.

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### UX SKILLS

User Research, Wireframing, Prototyping, Information Architecture, Agile Methodologies, Interviewing, Qualitative Research, Competitive and Comparative Analysis, Heuristic Evaluation, Contextual Inquiry, Usability Testing, Persona, User Flow, Journey Maps, Data Visualization, Quantitative Testing, Accessibility, Design System, Survey

### UI SKILLS

User Interface Design, Layout Design, Sketching, Web Design, Mobile Design, Graphic Design, Illustration, Branding, Icon/Logo Design, Marketing, Social Media, Watercolor, Oil Painting, Photography, Screen Printing

### TOOLS

Figma, Miro, Sketch App, Zeplin, InVision, Maze, Usertesting, Principle, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, Adobe Premiere, Adobe Lightroom, Ms Excel, Ms Word, Ms PowerPoint, Keynote, Quip, Adobe After Effects, Adobe Bridge, Adobe Flash, HTML, CSS

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### EXPERIENCE

#### Amgen Inc.

11/2019 - Current

#### Senior UX Designer

- Plan and conduct user research to develop personas, findings and recommendations, and other artifacts for teams to understand their users based on observations and key insights
- Conduct comparative design analysis and heuristic evaluations to develop findings and recommendations
- Build, review, refine, and deliver design artifacts such as wireframes or prototypes to illustrate product vision, concepts, and/or design options
- Establish information architecture, content strategy, and structure of sites in various projects
- Develop product-specific principles, design patterns, components, and rules to drive consistency, alignment, and team efficiency
- Collaborate with fellow UX practitioners across the company to share insights, seek/provide design feedback, and help mature Amgen's user-centered practices
- Prepare and present materials aimed at educating internal partners on core UX principles, models, techniques, and emerging trends

#### Stayhealthy Inc./Augmently Inc.

08/2019 - 10/2019

#### UX/UI Designer

- Collaborated with product teams to help define product requirements and ideate on the design solution
- Conducted C&C analysis to research other apps and products
- Created low and high fidelity mobile app wireframe designs for internal and external partners
- Designed creative mockups for wide variety of projects including print materials and packaging

## **Tuka Music Platform**

**03/2019 - 04/2019**

### **UX Designer | UI Lead | Researcher**

- Worked closely with the team and client to design a digital platform for musicians to connect with their audience and promote their music
- Researched other music platforms by conducting a C&C feature analysis
- Conducted interview and user research with musicians to understand their goals and pain points
- Redesigned Tuka logo and style guide for the platform based on user feedback
- Generated an easy user flow and wireframes for artists to create account and share content
- Iterated the design based on user testing to finalize and create high fidelity prototype

## **Picnic Time Family of Brands**

**06/2016 - 02/2019**

### **Graphic Designer**

- Designed Picnic Time Family of Brands yearly catalogs, ads, and brochures for wholesale, promo, and licensing
- Oversaw and designed products' packaging for Picnic Time and licensees such as Disney, Marvel, etc.
- Collaborated with creative director in developing unique ideas for re-branding Picnic Time
- Certified the printing production process quality; prepared printing and inspected proofs
- Generated hundreds of digital mockups and retouched and modified images for various projects

## **Layout Designer**

**08/2015 - 05/2016**

### **The CI View Student Newspaper**

- Collaborated with managing editor, editor in chief, business manager, and newspaper adviser to design monthly newspaper layout
- Created social media post design; an instrumental tool for the CI view marketing
- Spearheaded the media kit design that formed the advertising section of the paper

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## **EDUCATION**

University of California Irvine, Irvine, CA

### **Master of Human-Computer Interaction and Design**

**Sep 2022 – Sep 2023**

General Assembly, Santa Monica, CA

### **UX Design Immersive Certificate**

**Feb - May 2019**

California State University Channel Islands, Camarillo, CA

### **Bachelor of Arts with emphasis in Graphic Design**

**May 2016**

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## **AWARDS AND HONORS**

"20 for 20" Fellowship, University of California Irvine

**Received scholarship in the amount of 20% of total program fees as the top 20% of the class**

**2022 - 2023**

Annual Student Show, California State University Channel Islands

**Top packaging design award for rebranding Crayola packaging**

**Apr 2016**

Semester Honors, California State University Channel Islands

**Received semester honors for all four semesters at CSUCI**

**2014 - 2016**