

Maleeha Maria Naipaul

UX Designer

202.684.1641

Manhattan, NY

Education

General Assembly

User experience design immersive

Pakistan Institute of Fashion and Design

B.A in Fashion Design

Punjab University

B.A in Political Science, English Literature.

Skills

- Heuristic analysis
- User flows
- Storyboarding
- User interviews
- User research
- Usability testing
- Wire framing

Programs

- Sketch
- Omnigraffle
- Invision
- Pop
- Keynote
- Excel
- Principle

Personal

- Speak Urdu and Hindi
- Painting
- Traveling

Experience

Agolo

June 2016

Ux Designer

- Designed an automated onboarding system and dashboard for Agolo
- Conducted over 8 user interviews for the current site.
- Performed competitive and comparative analysis.
- Synthesized all the data by affinity mapping.
- Designed the prototype on Sketch.
- Tested the prototype with target users.
- Presented to the client.

Media Consultant

March 2007- 2010

Actress, TV Host, Creative Director

- Wrote and hosted many TV shows
- Conducted market research for developing weekly TV pitches.
- Hosted over 60 red carpets for openings and fashion events.

House of AM

May 2005-2008

Co- Founder/ Chief Designer

- Introduced Pakistan's first Luxury brand for costume jewelry.
- Managed a team of 22 employees on the design team.
- Designed all the marketing campaigns for the brand.

Karma Pvt Limited

September 2003-2005

Public Relations Manager

- Organized the launch for the Pret-a- Porter line in Dubai
- Managed clients' needs in the studio during fashion consultations.
- Maintained client database for over 100 clients.

