Maliha Hashmi

Currently seeking to build innovative products. Excited about spatial computing and generative AI. Previously drove business growth by enhancing digital experiences, implementing effective brand and market strategies, and delivering measurable impact on user engagement and revenue.

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WORK EXPERIENCE

Indiana University Bloomington (USA) *2022 - PRESENT* | *UX Design Supervisor*

• Mentored and trained 30+ junior and mid-level UX designers on design principles, methodologies, and tools for real world projects.
• Led the launch of two non-profit projects in Bloomington, Indiana, optimizing their business processes and achieved a 40% boost in user engagement by simplifying navigation and boosting value discovery, leading to higher retention.

Scaler Academy (Hyderabad, India) *2021 - 2022* | *Business Development Associate*

• Identified key customer needs, which informed the development of detailed project plans and a responsive curriculum.
• Applied technical expertise to resolve client skill gaps, ensuring feature creation was aligned with both engineering capabilities and customer requirements, achieving a 30% rise in mentorship call feature adoption which significantly enhanced service engagement and contributed to revenue growth.

Noor Inc (Hyderabad, India) *2020 - 2021* | *UX Designer*

• Worked at the intersection of product, design & research to define product goals for projects from various sectors including food, retail, technology, fintech, self improvement, healthcare and fashion. (Apple, Star Wars, Disney etc.)
• Assessed client requirements to formulate comprehensive project plans for UX/UI design, marketing, and digital media, leading to a 23% increase in project delivery efficiency and client satisfaction.
• Conducted usability testing and developed interactive prototypes, utilizing user feedback to inform design choices, leading to a 32% improvement in user retention rates.
• Investigated user navigation challenges, using Dovetail for insight analysis. Utilized the data gathered to inform design improvements that simplified navigation, measured by a 45% decrease in user reported navigation issues and a 25% increase in overall task completion efficiency.
• Led the development of design systems, including the creation and maintenance of a component library, that streamlined the design process, reducing time to market by 30%.

Red Bull (Hyderabad, India) *2017 - 2020* | *Brand Marketeer*

• Conducted market research and analysis to stay abreast of market trends and customer behavior, and used the insights to inform product positioning and branding (especially during the pandemic).
• Led cross-functional teams in executing sales and marketing projects that increased brand awareness, customer engagement and revenue by 20% year over year.

EDUCATION

Indiana University, Bloomington *(2022 - 2024)*

Master of Science, Human Computer Interaction and Design

Osmania University, Hyderabad *(2016 - 2020)*

Bachelor of Technology, Electronics and Communication

TECH SKILLS

Problem Solving • Data Analysis • Product Roadmapping • Agile and Scrum Methodologies

UX SKILLS

Storytelling • Design Tools • UX research • Wireframing & Prototyping • Interaction Design • Accessibility • Design Thinking

BUSINESS SKILLS

Pricing Strategies • Competitive Analysis • Influence and Leadership • Marketing Communications • Strategic Planning • Stakeholder Management

SOFT SKILLS

Public Speaking • Writing • Culture building • Communication • Adaptability • Negotiation • Conflict resolution • Critical Thinking • Collaboration