

Malina Ingram

Product Designer, Graphic Design & Social Media Marketing Design

Scottsdale, Arizona
(636) 515 9557
malina.ingram@gmail.com
www.malinaingram.com

PROFESSIONAL SUMMARY

My passion for creativity led me to a career in design. After graduating Summa Cum Laude with a BS in Industrial Design and Business, I was drawn to the element of graphic design and branding while running my own 5-star etsy business during covid. At my current role at a startup, I was promoted as an intern because of my creative design skills that I've used to create logos, marketing content, and UI/UX design on the main website and tools. **My professional goal is all about bringing a brand vision to life, to create a lasting impression and connection to our users.**

EXPERIENCE

First Principles Publishing Startup, San Francisco Bay Area (Remote) — *Graphic Design, Logo & Branding, Marketing, Ui/Ux*

JANUARY 2024 - PRESENT

Took lead on developing both FPP and ValueGlance logo, landing & affiliate landing pages, along with branding elements in alignment with design goals and guidelines. Multitasked and collaborated with product and marketing teammates to proactively brainstorm and present new ideas to improve our features. I created sketches, mockups, and prototypes to present my work. **I worked directly under the marketing director to create social media content aligning with brand standards personality.** This included the instagram stories, homepage banners, emails, and other branded assets. I helped execute creative projects from concept to completion, revising with feedback within project management deadlines.

CEO Small Business “DripDyed”, (Remote) — *CEO, Apparel, Logo / Brand Design*

MARCH 2020 - JANUARY 2022

Maintained a **5-star rating** while utilizing **marketing and SEO** strategies and trends to maximize my profits with multiple orders a day. **Developed my own logo, designs, and brand language** that inspired and resonated with customers, creating loyalty and high ranking on Etsy. Enjoyed packaging contents with attention to detail of presentation. Created social media content and visual graphics for my brand, as well as marketing elements for my orders. Conducted research for industry trends and consumer preferences.

CampusTees, Tempe, AZ — *Logo Designer, Graphic Designer, Etsy Marketing Manager*

MAY 2020 - OCTOBER 2021

Designed logo consistent with branding goals, as well as graphic designs for sorority apparel. Managed Etsy and incorporated knowledge of SEO & marketing tactics, while communicating with customers to provide support and assistance.

EDUCATION

Arizona State University
Tempe, AZ
BS Industrial Design, Business
GPA: **3.8** | Dean's List (4yrs)
Sorority: Alpha Chi Omega

CERTIFICATIONS

UI/UX Designer, UX cert.
UXCEL, Nov 2023
(UED) User Experience Design
| User Interface Design | User Experience (UX)

SKILLS

Adobe Creative Suite (Best with Adobe Illustrator)
Canva, Content/Video Creation
Visual & Graphic Design
Brand Strategy
Figma
Google Suite
Prototyping
E-Commerce Design
Color and Typography
Problem Solving
Market trend Research
Copywriting / Micro Copy
Business Management
Design Principles
Email Campaigns, Marketing Strategies
Verbal & Communication Skills

Outdoor Furniture Design Internship, Scottsdale, AZ — CAD Designer

SEPTEMBER 2021 - OCTOBER 2023

Reference: Matthew Beals | mbeals@aol.com

Converted technical sketches of outdoor furniture concepts into **3D CAD Models** to be fabricated in steel, using solidworks and rendering programs. Took design ideas of Beals along with my own and helped to actualize them. Demonstrated a strong understanding of product fixture design, ergonomics within industrial design.