

Inji Mammadli

UX/PRODUCT DESIGNER

[Portfolio Website](#)

Pursuing a second master's at Parsons, with expertise in user research, storytelling, and data analysis. My first master's in Advanced Marketing sparked a passion for solving problems and driving change. Former Visual Designer and Marketing Assistant at Deloitte, where I refined skills in design and strategy. Passionate about crafting user-centered solutions shaped by empathy, collaboration, and curiosity about how people think.

Education

MPS Communication Design | Parsons the New School

2024-2025 | New York, NY

Study Areas: UX Design, User Research, End-to-end design process, MVP development, Wireframing, Interaction Design, Design Research, User Persona, Design systems, Mobile UI/UX patterns, Responsive Layouts.

MSc Advanced Marketing Management | Lancaster University

2021-2022 | Lancaster, UK

Dissertation: Consumer conformity of Gen Z on Instagram: Analysis of virtual identities. Relevant study areas: User Behavior Analysis, Marketing analytics tools, Data Analysis, Consumer Psychology.

BSc Management | Bilkent University

2017-2021 | Ankara, Turkey

Achievement: Dean's High Honor and Honor list student
Relevant study areas: Product strategy, Market research, Competitor analysis, Decision-making frameworks.

Experience

UX/UI Designer | Webzool Creative Inc.

Oct 2023 - Oct 2024 | Remote

- Redesigned an internal timesheet platform, improving usability and workflows by collaborating with cross functional teams and working directly with developers for implementation.
- Simplified navigation and optimized for mobile responsiveness, enhancing overall user efficiency.
- Developed UX strategy for a restaurant website and promotional landing pages, performing analysis and creating site-maps, which reduced overall development and design time for the team.

Visual, Marketing & Comms. Assistant | Deloitte and Touche LLAC.

Feb 2023 - Oct 2023 | Baku, Azerbaijan

- Executed B2B marketing strategies in collaboration with the business development team, increasing lead generation.
- Optimized brand website post-AEM certification and analyzed key metrics using Sprinklr CRM, resulting in a 10% improvement in engagement rates and more effective targeted marketing strategies.

Marketing Intern | Layermark Inc.

Jun 2020 - Sep 2020 | Ankara, Turkey

- Crafted a content plan for the company's YouTube channel, increasing subscribers by 15%. Designed diverse content, documents and brochures, elevating the company's brand image.

Address

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Email

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[LinkedIn](#)

[Medium](#)

[Behance](#)

Involvements:

Azercosmos

Volunteer UX/UI Designer

Designed website in collaboration with a 10-person team and developers, contributing to visual design and data collection.

<https://azercosmos.az/en>

Marcode Agency - Freelance

Mar - Aug 2024

Designed and improved UI/UX for web and mobile, including booking platforms and landing pages across various industries.

Design & UX:

User-centered design, interaction design, design systems, wireframing, prototyping, usability testing, user research, journey mapping, persona creation, product strategy & MVP development, responsive web design.

Software & Technical:

Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign), HTML/CSS, JavaScript, data analysis (Excel, ComScore, Maze, Google Analytics, Sprinklr, Atlas.ti).

Soft Skills:

Collaboration, workshops, presentations, feedback, problem-solving.

Languages:

- English
- Turkish
- Russian
- Azerbaijani