Malaika Rubin

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Online Portfolio | LinkedIn

Hello I'm Malaika, a UI/UX Designer, Developer, and Digital Marketing Specialist. I'm obsessed with data and fascinated by design. I have over 15 years of experience in web design, application development, digital marketing, and creative team management. I've gained immeasurable experience over the years, honing my skills while building disruptive products and experiences for Fortune 500 companies around the world.

Work Experience

Dec 2022 - Current
Square/CashApp/Block, Washington, DC
Sr. Web Designer (part-time)

- Develop and update content through Contentful CMS
- Refine navigation and user flow
- Map out design of current and future pages
- Source images via internal repository
- Coordinate review of design and implement team feedback
- Build out internal website using existing sections and modules within Contentful
- Improve overall UX and UI across Square intranet

April 2022 - Feb 2023
Learning Without Tears, Washington, DC
Sr. UI/UX Designer

- Responsible for the redesign and rebrand of the Corporate LWTears.com website and home page
- Work with in-house and third-party developers and engineers to implement advanced SVG animations, CSS transitions and other multi-media elements
- Create and present user journeys, wireframes, prototypes and design ideas to management team and leadership
- Audit and propose UI/UX accessibility improvements across all brand websites and channels
- Create responvice landing pages to support 6-figure Google Ad spend
- Develope standards for UI elements, icons, text style and effects
- Maintain design principles, standards and aesthetics
- Montitor, analyize and report HotJar and Google UX data

June 2019 - April 2021
Boston Proper, Boca Raton, FL
UI/UX Designer

- Design web and digital experiences for an e-commerce fashion site with over 100,000 monthly visitors and over 50M in annual revenue
- Create wireframes, user flows, site maps, and schematic user interfaces
- Create & edit website content within the Bootstrap framework
- Enhance the UI/UX whenever possible with visual and interaction design elements
- Develop rapid prototypes in Adobe XD, InVision, and Sketch
- Manage third-party integrations and relationships with vendors like Google, Amazon, Montetate, Amplience, Zmags, HotJar, Stylitics, NarVar & Pixlee
- Tracking and optimizing website performance using Lighthouse
- Manage WCAG compliance issues and implement changes
- Manage projects and tickets with back-end developers via Jira
- Project Manager of the Salesforce e-commerce transition
- Collaborate with third-party marketing firm to establish SEO standards and methodologies
- Integrate SEO changes and updates

Oct 2018 - June 2019
FBOBiz.com & OS2 Corp, Dania Beach, FL
Marketing Manager (Part-time)

- Develop email marketing campaigns and automation in Zoho Campaigns
- Manage day-to-day CRM database
- Copywriting for all digital assets and correspondences
- 3D Modeling in NanoCAD
- PowerPoint presentation design and animation
- Landing page creation and PPC ad management
- UI/UX design for FBOBiz.com SaaS application

Jan 2011 - Feb 2018
The Conference Group, Newark, DE
Creative Director

- Align marketing technology with business goals
- Facilitate projects and communications between marketing and internal IT
- Select, evaluate, and choose marketing tech providers
- Creative direction for all Conference Group assets including websites (desktop, mobile), software applications (web, mobile) emails, print and digital ads, videos, and social media.

- Collect requirements from stakeholders
- Generate wireframes, user flows and comps that capture requirements, embrace usability best practices, and communicate fresh approaches for the Conference Group suite of services
- Manage, plan and oversee design and development of Together Talk web and mobile applications
- Design branding and style guide for SaaS Together Talk product suite
- Usability evaluations of existing systems and competitive research
- UI/UX Design and front end development of external and internal applications
- Convert approved mockups to working prototypes using HTML, CSS, JavaScript and AngularJS
- Manage product design, development and approval processes using Basecamp and GitHub across teams
- Conceptualize and pitch future applications enhancements based on industry trends and customer feedback
- Design and execute all PPC advertising
- Develop goals and track ROI for all marketing activities, provide monthly reports to senior management
- Oversee automated email campaigns and optimize and test emails for engagement
- Analyze and monitor web and application analytics.
- Administrator of Salesforce CRM.
- Conduct training for all company staff and high-level executives
- Provide direction and management to junior marketing associates

Education, Training & Certification

Google Certification (Analytics & Adwords)

Manhattanville College (Purchase, NY)
BBA - Business Administration

Hampton University (Hampton, VA)
English & Business Administration

New Rochelle High School (New Rochelle, NY)

Technical & Application Skills

- HTML5
- CSS3, SCSS
- PHP
- MySQL
- JavaScript
- Angular
- Ruby
- Node.js
- GitHub
- Visual Studio
- Bootstrap
- Foundation
- Google Analytics
- Google Adwords
- Google Docs
- Facebook Business
- Shopify
- Magento
- 3D Cart
- WooCommerce

- Adobe Creative Suite
- MS Office
- Salesforce
- WordPress
- Contentful
- Balsamiq
- InVision
- Sketch
- Final Cut Pro
- Stripe
- Webflow

- Trello
- Slack
- Asana
- MailChimp
- GetResponse
- HootSuite
- MOZ

Portfolio Link
http://mpressme.com/malaika/