

# Jarar Malik

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## WORK EXPERIENCE

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### 1delta Labs

**Dammstrasse, Switzerland**

*Head of Design*

Apr 2023 – Present

- Led the design team in creating intuitive and visually appealing dashboards, including margin trading, wallet management, on-chain transactions, on-ramp/off-ramp functionality, and swap features.
- Implemented data-driven design strategies, resulting in a 13% reduction in user friction and an increase in platform usability metrics.
- Conducted regular user feedback sessions and usability tests, leading to a 35% increase in user retention and engagement rates.

### Sturdy Finance

**California, United States of America**

*Lead Product Designer*

Nov 2022 – Nov 2023

- Pioneered the design of a high-impact DeFi Lending/Borrowing platform, achieving a \$30M TVL milestone, integrating cutting-edge design principles for a seamless user experience.
- Established an efficient Design System, harmonizing decentralized app interfaces for a cohesive and visually appealing brand presence
- Adapted to fast-paced design cycles, staying abreast of evolving trends, and delivering visually compelling work in the dynamic blockchain and DeFi industry.
- Crafted visually appealing pitch decks, incorporating design elements to effectively communicate the company's unique design-driven value proposition.
- Collaborated seamlessly with engineering and marketing teams, ensuring design consistency and alignment with brand aesthetics.

### Euler Labs Limited (Euler Finance)

**London, England**

*Lead Product Designer*

Mar 2021 – Feb 2023

- Took care of A to Z social media branding & dApp design, helping brand scale from 800k\$ to 48M\$
- Designed & delivered a DeFi Lending and Borrowing platform having TVL of 318M\$
- Formalized a team within central design to deliver distributed-yet-centralized Design System
- Delivered a unified set of guidelines, toolkits, and accessible components for Euler dApp experiences
- Successfully collaborated with a cross-functional team of engineers, product managers, and designers
- Understood how to thrive in a fast-paced environment while still delivering high quality work.

### Jararmalik.com/Freelancer

**Worldwide**

*UI/UX Designer*

Jun 2016 - Present

- I have collaborated with developer teams & managed a wide variety of cross-media projects involving branding, illustration, UI design, Video editing, NFTs for startups and Multi-national companies such as Harmony, Polygon, 1Delta, Umma Finance, The Red Ape Family, Block perks, Qube Labs, Mimic, Orcania, Crypto Family, Fin Dine, Mabuba, and many more
- Ex co-founder, software house, scaled the company to 35 people with hundreds of projects & satisfied clients over the course of 7 years

## ShibaTitans

*Product Designer*

**Portugal, Lisbon**  
Dec 2020 - Jun 2021

- I took care of branding and website design for NFT p2p game-based startup
- Helped them increase their sales by 35% with total revenue of 164k\$
- Reduced the churn rate by 2% with revamp of the game and metaverse launch

## Punkbodies

*Product Designer*

**Istanbul, Türkiye**  
Nov 2020 - Mar 2021

- I was responsible for overall branding and landing page design
- Helped them generate revenue of 97k\$ on punk bodies sale day
- Sales increased by 11% after the v2 (redesign) implementation

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## EDUCATION

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**Massachusetts Institute of Technology**

**Boston, USA**

*Mastering Design Thinking*

2022 - 2022

**Peking University**

**Shenzhen, China**

*Masters in Enterprise Management*

2018 - 2020

**Bahria University**

**Islamabad, Pakistan**

*Bachelors of Business Administration Honors*

2014 - 2018

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## SKILLS & INTERESTS

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**Skills:** Interaction Design, User Interface, User Research, Prototyping, Design System, Campaign & Branding, Project Management, Strategy & Vision presentation, User Flows, Concept Sketches, Visual Design, Pitch Decks, Low and Hi-fi Wireframing, Style guides and Pattern Library

Figma, XD, Adobe XD, Illustrator, Photoshop, Premiere Pro, AfterEffect, InDesign, Zeplin, InVision, Proto.io, GitHub, Microsoft Office

**Interests:** Travelling, Blockchain, Web 3.0, Photography, Reading, Cricket,