Jarar Malik

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KEY ACHIEVEMENTS

- Designed and launched platforms with a combined Total Value Locked (TVL) exceeding **$1 billion**, establishing leadership in the DeFi space.

- Scaled a software house from inception to **35 team members**, delivering over **300 projects** globally with a client satisfaction rate of **95%**.

- Achieved a **35%** increase in user engagement and retention rates through data-driven UX improvements at 1delta Labs and onboarded **200k new users.**

- Played a pivotal team role, scaling Euler Finance's funding from **$800K to $48M** and its TVL from **$15M to $800M** within two years.

- Created centralized Design Systems that improved design efficiency by **40%** across multiple organizations.

WORK EXPERIENCE

1delta Labs   **Dammstrasse, Switzerland**

Head of Design   Apr 2023 – Present

- Led a design team of 3, delivering innovative dashboards for margin trading, wallet management, on-chain transactions, on/off-ramp functionality, and swap features.

- Employed data-driven design strategies, reducing user friction by **13%** and significantly improving usability metrics.

- Facilitated user feedback sessions and usability tests, achieving a **35% boost** in user retention and engagement.

Sturdy Finance   **California, United States of America**

Lead Product Designer   Nov 2022 – Nov 2023

- Spearheaded the design of a high-impact DeFi lending/borrowing platform, driving the platform to a **$30M TVL** milestone.

- Established a robust Design System for seamless decentralized app interfaces and consistent brand aesthetics.

- Delivered visually compelling work by adapting to fast-paced cycles and staying ahead of industry trends.

• Crafted engaging pitch decks, highlighting the company's design-driven value proposition.• Successfully managed a cross-functional design and marketing team of 5, aligning efforts across engineering and marketing.

Euler Labs Limited (Euler.Finance)   **London, England**

Lead Product Designer   Mar 2021 – Feb 2023

• Drove the design of a DeFi lending/borrowing platform, scaling TVL from **$15M to $800M** and funding from **$800K to $48M.**

• Designed and maintained a centralized Design System, streamlining branding and dApp experiences across the platform.

• Collaborated with engineers, product managers, and designers to deliver high-quality solutions in a fast-paced environment.

• Handled end-to-end social media branding and platform UX/UI design.

Malik Studio Ltd (Design Studio)   **Worldwide**

Founder   Jun 2016 - Present

• Partnered with developer teams and managed diverse projects spanning branding, UI design, video editing, and NFT creation for startups and multinational clients, including Harmony, Polygon, Uniswap, Layerzero, Umma Finance, The Red Ape Family, and more.

• As an ex-co-founder of a software company, scaled the team to **45 members**, delivering hundreds of successful projects.

ShibaTitans   **Portugal, Lisbon**

Product Designer   Dec 2020 - Jun 2021

• Designed branding and website for an NFT-based P2P gaming startup, boosting sales by **35% with total revenue reaching $164K.**

• Reduced churn rate by 2% through game revamp and metaverse launch.

Punkbodies   **Istanbul, Türkiye**

Product Designer   Nov 2020 - Mar 2021

• Managed branding and landing page design, generating **$97K** in revenue on launch day events.

• Increased sales by **11%** following the V2 redesign implementation.

EDUCATION

Massachusetts Institute of Technology   **Boston, USA**
Mastering Design Thinking   2022 - 2023

Peking University   **Shenzhen, China**
Master's in Enterprise Management   2018 - 2020

Bahria University   **Islamabad, Pakistan**
BBA Honors   2014 - 2018

SKILLS & INTERESTS

Design Expertise: Interaction Design, User Research, Prototyping, Design Systems, Branding, Strategy & Vision Presentation, User Flows, Visual Design, Pitch Decks, Wireframing, Style Guides, Campaign Design

Tools: Figma, Adobe XD, Sketch, InVision, Zeplin, Axure RP, Proto.io, Balsamiq, Illustrator, Photoshop, Premiere Pro, After Effects, InDesign, Miro, MURAL, Notion, Trello, Jira, GitHub, Microsoft Office

Interests: Travelling, Blockchain, Web 3.0, Photography, Reading and Professional Bike Riding.