

# Amí Naeily

## Product Designer

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North Carolina



### Experience

#### Pixelswithin

##### Digital Designer & Developer | 2015–2021

Founded on a will to be great, Pixelswithin was my studio for 6 years where I designed & developed tech companies' brand strategy and marketing websites.

Clients included Unicode, Adobe, and the University of Southern California.

Internal projects and products led to book publication by Sterling Publishing, multiple features on ProductHunt, and a successful exit.

#### DEFY Media

##### UI Designer | 2014–2015

At DEFY Media, I was the lead UI Designer of the creative services department.

Led rebranding for a new ScreenJunkies.com website including the visual design language and website design pattern library.

Worked alongside with brand designers, product managers, UX designers, web developers, and creative director on website and mobile app UI designs.

#### Mopro

##### UX Designer | 2014

At Mopro I was responsible for leading creative direction on all client brochure websites, as well as scaling website templates and patterns.

Designed the UX for the internal client website builder.

Led a team of a dozen junior designers, building up their knowledge of web design principles & providing creative direction when needed.



**Hello!** I'm a strategic digital product designer with a diverse work experience background interested in being part of an in-house product team. Co-workers describe me as curious, self-motivated, and innovative.

### Skills

Figma

UI Graphics

User Flows

Wireframes

Style Guides

JavaScript

CSS

Design Thinking

Asking Questions

Analytics (A/B Testing)

Responsive Design

### Interests

Business Strategy

Birds

Personality Archetypes

Writing

Illustration

Tarot

Hello Kitty

I have a tarot deck available in Barnes & Noble, Urban Outfitters, and more called Kawaii Tarot (under my old name). I designed & developed mobile apps for Kawaii Tarot.