Muskan Malik

PRODUCT DESIGNER | SAN FRANCISCO, CA

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SUMMARY

Product designer specializing in complex, multi-sided products across early-stage and enterprise environments. Led end-to-end creator and platform experiences, reducing manual work by 30% and supporting products at scale.

EXPERIENCE

Poieto Inc. | **San Francisco, USA**

Product Designer | Sep 2025 – Present

- Designed and shipped core features for a pre-launch, multi-sided data marketplace web app, working end-to-end from discovery through high-fidelity UI and dev handoff.
- Improved creator onboarding and activation by redesigning data call setup flows, reducing setup time and increasing clarity for first-time users.
- Rapidly iterated on interaction patterns, edge cases, and visual states to balance usability, speed, and scalability in a fast-moving startup environment.
- Contributed to a custom component library and cohesive visual language, ensuring consistency while enabling rapid product iteration.
- Partnered closely with designers, engineers, and the CEO to prototype, test, and present product narratives for Series A fundraising.

W.I.S.E. Foundation | **Remote, California**

Product Designer | Nov 2024 – Sep 2025

- Designed the programs section of a multi-functional platform from the ground up, supporting 5,000+ underserved women across the U.S.
- Introduced accessibility-first and engagement-driven flows across programs, events, and marketplace features.
- Partnered with educators, engineers, and stakeholders to align UX with strategic, brand, and community goals.

FlowBridge (Enterprise CRM Redesign) | **Remote, California**

Product Designer | May 2024 – Feb 2025

- Led end-to-end design of a complex CRM platform streamlining 200+ complex request workflows, reducing processing time by 30% for the users.
- Designed a data visualization platform enabling managers to build custom dashboards, reduce duplicate insights, and cut decision-making time by 10%.
- Defined role-based workflows and content frameworks that scaled across teams and improved clarity in enterprise environments.

Enso Village (with Inspirement Studio) | **Healdsburg, California**

UX Designer | Jan 2024 – Dec 2024

- Designed and implemented a scalable UX system for wayfinding across 220 residential units, improving navigation for elderly residents by 50%.
- Conducted 20+ user interviews and usability tests, translating findings into a 5-touchpoint multi-modal wayfinding system (digital + physical).
- Collaborated with PMs and a multidisciplinary team of 4 to deliver user journeys balancing accessibility, inclusivity, and business goals.

EDUCATION

Master of Design, Human Computer Interaction Design

California College of the Arts | San Francisco, California

Bachelor of Architecture, Architecture

Indira Gandhi Delhi Technical University for Women | New Delhi, India

SKILLS

- **Design Tools:** Figma, Adobe Creative Suite, Miro, Dovetail, Cursor AI, v0, Jira,
- **Design Processes:** Wireframing, Prototyping, Information Architecture, Design Systems, UX Writing
- **User Research:** Usability & Concept Testing, User & Product Research, A/B Testing, User Interviews