

Kalyani Mali

UI/UX PRODUCT DESIGNER

UI/UX Product Designer with 2+ years of experience designing user-centered digital products and brand systems. Specialized in wireframing, prototyping, and scalable design systems. Delivered 10+ projects across web and mobile, improving usability and creating intuitive user experiences.

WORK EXPERIENCE

UI/UX Product Designer - *Freelance*

JUL 2023 - PRESENT / Full-time, remote

Delivered end-to-end design solutions for small business clients, focusing on user-centered designs and consistent branding. Created wireframes, interactive prototypes, and high-fidelity UI designs using modern tools and design principles.

Web Developer - *Freelance*

DEC 2021 - JUN 2023 / Part-time, remote

Developed custom websites for small businesses and personal clients, integrating dynamic features and ensuring a mobile-first, responsive design. Utilized HTML, CSS, JavaScript, and modern UI tools to create clean, accessible, and visually cohesive layouts.

SELECTED PROJECTS

Product Design - *Monster Bite*

APR 2026 / Personal Project / [Project Link](#)

- Brand concept centered around “feeding your inner monster” with a playful, edgy tone.
- Created logo, mascot, and chunky typography to establish a strong visual identity.
- Designed packaging system including boxes, cups, and wrappers with branding.
- Built a consistent color palette and visual language for high brand recall.

Product Design - *Veloura Hydrating Toner*

MAR 2026 / Personal Project / [Project Link](#)

- Designed a premium skincare brand identity including logo, packaging, and visuals.
- Conducted competitor and visual research to define brand positioning.
- Developed typography, color palette, and brand guidelines for consistency.
- Created realistic product packaging mockups for brand presentation.

Logo & Identity Design - *SB Properties*

NOV 2025 / Brand Work

- Created logo and complete visual identity for a real estate brand.
- Designed a professional and trust-driven branding system.
- Delivered brand assets for both digital and print applications.
- Ensured consistency through structured brand guidelines.

UI/UX Design - *FastVPN*

OCT 2025 / Brand Work / [Project Link](#)

- Designed user flows, wireframes, and high-fidelity UI for a VPN application.
- Simplified complex technical interactions into intuitive user experiences.
- Built a scalable design system for consistent UI across screens.
- Improved usability with clean layout and clear interaction patterns.



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Nashik, IN

EDUCATION

2024 - Present | Master's

Computer Applications (MCA)

SANDIP FOUNDATION, NASHIK

2021 - 2024 | Bachelor's

Computer Applications (BCA)

INSTITUTE OF MANAGEMENT & RESEARCH, JALGAON

SKILLS

Design :

UI Design, UX Design, Design Systems, Branding, Graphic Design, Illustration

UX Process:

Wireframing, Prototyping, User Flows, Information Architecture

TOOLS

Figma, Adobe Xd, Canva, Framer, Photoshop, VS Code

ACHIEVEMENTS

Google

UX Designs - [Link](#)

Microsoft

UX Designer - [Link](#)

Adobe

Graphic Design - [Link](#)

SOCIAL

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github.com/kalyani0704