

Mayali Clary

UX Designer & Researcher 📍 Blacksburg, VA | ✉️ mayaliclary@gmail.com | 🌐 www.mayaliux.com

Experience

Freelance UX Designer & Researcher

Self-Employed | Jan 2023 – Present

- Designed websites and app interfaces for educational, tech, and community clients using Figma
- Built front-end layouts with HTML and CSS for interactive Virginia Tech learning modules
- Conducted user research using interviews and surveys to identify pain points and inform design
- Translated research findings into personas, journey maps, and wireframes
- Developed interactive prototypes and supported usability testing cycles

UX/UI Design & Research Intern

Marketeq Digital | Oct 2024 – Present

- Created wireframes, prototypes, and user journeys across multiple industry landing pages
- Delivered research-based design recommendations and participated in strategic product planning
- Supported the UX framework and release planning for digital infrastructure redesign
- Collaborated on prototypes with micro/macro interaction considerations

UX Designer

DegreeCat | Jun 2023 – Oct 2023

- Developed interactive prototypes and wireframes to support user-centered platform redesign
- Led user research through surveys and persona development to guide design strategy
- Presented data-backed design solutions in cross-functional team meetings

Artificial Intelligence & Progress Project Intern

Mercatus Center | Jun 2023 – Aug 2023

- Conducted AI policy research and wrote articles on real-world AI use cases
- Supported policy team briefings with up-to-date news and hearing summaries

Marketing Intern

Vegg Inc. | Dec 2024 – Jun 2025

- Designed digital content for social campaigns, events, and email newsletters
- Analyzed metrics and trends to improve audience engagement
- Contributed to brand strategy and content ideation for rural ag-tech outreach

Social Media Coordinator

Group Chat Mag | Dec 2024 – Present

- Produced multi-platform content campaigns and secured interviews with artists and PR reps
- Used analytics to guide TikTok/Instagram content strategy

President

XYZ Art Gallery | Jun 2022 – May 2024

- Doubled event participation and revenue through creative curation and marketing
- Managed gallery contracts, artist relations, and team coordination

Skills

User Experience (UX) · User Research · Wireframing & Prototyping (Figma) · HTML · CSS · Visual Design · Design Strategy · Accessibility · Content Design · Usability Testing

Education

Virginia Tech B.S., Cognitive & Behavioral Neuroscience (Aug 2021 – May 2024)

Minor in Human-Computer Interaction

Burton Center for Arts and Technology, Center for Visual Arts (2015 – 2019)