PEARL MINAH

UI & PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

UI & Product Designer combining visual craft, interaction design and UX foundations to create clear accessible digital experiences. Experienced in taking digital products from concept to implementation, translating requirements into responsive interfaces, design systems and functional prototypes. Brings a multidisciplinary perspective spanning product design, brand identity and AI-assisted development, underpinned by a BSc in Psychology.

CORE SKILLS

UI & Visual Design: Interface Design, Visual Hierarchy, Typography, Colour Systems, Responsive Design, Mobile-First Design, Interaction States.
UX & Product Design: User Flows, Wireframing, Prototyping, Information Architecture, Competitor Analysis, User Research, Usability Testing, Accessibility.
Design Systems & Development: Component Design, Design Tokens, Design Systems, Design Consistency, AI-assisted Development, Product Implementation.
Collaboration & Delivery: Creative Direction, Brief Interpretation, Stakeholder Communication, Cross-functional Collaboration, Design Iteration.

PROFESSIONAL EXPERIENCE

2026 - PRESENT
Pearl Minah Design - *Independent Designer*

- Design and develop digital experiences across product interfaces, responsive websites and brand identities, translating project requirements into cohesive visual and functional solutions.
- Take independent product projects from initial concept through interface design, prototype, implementation and deployment.
- Establish visual systems through typography, colour, layout and reusable components, maintaining consistency across digital experiences.
- Combine interface design with AI-assisted development to turn design concepts into functional, deployable products.
- Present design concepts and communicate design decisions in relation to project requirements and intended user needs.

2020
Blax Seoul LLC - *Social Media & Marketing Design Intern*

- Produced approximately 2–6 social media assets per week across Instagram posts, Stories and video formats, maintaining consistency with established brand guidelines.
- Translated cultural research and entertainment topics into visual content spanning Black anime, Korean culture, Latin American culture and popular media.
- Developed editorial-style graphics and social content featuring webtoons, dramas, music and entertainment.
- Collaborated with creative team members to develop content across multiple formats and production timelines.
- Created a Black People in Anime carousel that was shared by featured animation studio D'Art Shtajio.

2016
INEEK- *Graphic Design Intern*

- Translated product specifications for a Scandinavian lighting company into digital graphics and visual concepts.
- Developed product-focused layouts that communicated lighting features clearly and supported effective product presentation.
- Delivered graphics to client specifications, balancing visual quality, brand consistency and functional requirements.

SELECTED PROJECTS

My Wage

Product Design & Development | 2026

- Took a wage-calculation product from initial concept to a live, installable Progressive Web App in **3 weeks**.
- Designed a mobile-first experience covering wage calculations, timesheets, annual leave and employment settings.
- Developed the interface, reusable components and design system, then implemented the product using AI-assisted development.
- Built offline functionality, local data storage and PWA installation capabilities without a traditional backend.
- Recorded **21 visitors and 155 page views** during the first week, with 100% of traffic coming from mobile devices.
- Received positive responses from all **4 of 4** submitted in-app feedback ratings.

Journeys

UX & Product Design | 2026

- Explored opportunities to improve healthcare navigation and appointment preparation through competitor research and user-centred design.
- Translated research findings into user flows, wireframes and an interactive mobile application prototype.
- Conducted moderated usability testing with coursemates to evaluate navigation, task completion and interface clarity.
- Identified usability issues and refined the appointment preparation experience through iterative design.
- Considered accessibility, privacy and GDPR requirements within the healthcare product concept.

Momentum Café

UI & Web Design | 2026

- Translated an existing café identity into a cohesive, responsive one-page website.
- Structured content and visual hierarchy to communicate the business, its offerings and visitor information.
- Designed and implemented the website in Framer, taking the project from concept to publication.

Girls Who Love K-Dramas (GWLK)

Brand & Web Design | 2026

- Developed a website concept translating an established K-drama community's social media identity into a cohesive digital experience.
- Created supporting visual assets and defined typography and colour systems to establish a consistent visual language.
- Designed and built a homepage in Framer, adapting an existing template to the organisation's content and visual requirements.
- Presented the concept to the founder, demonstrating how a dedicated website could extend the organisation's existing digital presence.

EDUCATION & PROFESSIONAL DEVELOPMENT

SEP - OCT 2026
Digital Skills Bootcamp – *Dreamers Tech Generation*
Product Design, Prompt Engineering, AI Automation, Graphic Design and Professional Leadership.

JAN - AUG 2026
User Experience & User Interface Design – *City Lit College*
UX/UI Design, User Research, WCAG Accessibility, and Usability.

2026 - PRESENT
Google UX Design Certificate – *Google & Coursera*
Information Architecture, Storyboarding, Design Reviews, Web Presence.

2019 - 2023
BSc Psychology (Hons) – *Aston University*
Relevant disciplines: Human Behaviour, Cognitive Psychology, Research Methods and Statistical Analysis.

TOOLS & TECHNOLOGIES

Design: Figma, Framer, Canva
Development & AI: Visual Studio Code, Claude, ChatGPT, Vercel
Productivity: Notion