



Mai Sari

PRODUCT DESIGNER & ILLUSTRATOR

I build brands and design products end-to-end for startups, small businesses, and non-profits. I come from a multidisciplinary design background which, combined with over 10 years of industry experience, helps me take a holistic approach to any product design challenge.

I bring my entrepreneurial experience and empathetic personality to any project, making the processes of solving user pain points and meeting business needs flow organically. Now, I'm seeking a Product Designer role at a mission driven company.

EDUCATION

BACHELOR OF FINE ARTS IN DIGITAL MEDIA

University of Florida's
New World School of the Arts

ASSOCIATES IN GRAPHIC DESIGN

Miami-Dade College

ART MAGNET PROGRAM

Dr. Michael M. Krop Senior High School

SKILLS

UI Design	Visual Design
Wireframes	Branding
Prototypes	Mockups
Analysis	Style Guides
Persona	Art Direction
User Flows	Strategy
Info Architecture	Illustration
User Testing	Motion Graphics

EXPERIENCE

05/2017 - 12/2019 PRODUCT DESIGNER, ART DIRECTOR

Bitstop, bitstop.co

Lead the product design and brand work for Bitstop, a Bitcoin ATM and software company. I worked end-to-end on multiple projects such as the ATM, website, and mobile wallet.

04/2018 - 06/2019 PRODUCT DESIGNER

HODL Wallet, hodlwallet.com

Joined the founding team during product inception. I contributed to naming, lead research, identity design, branding, web design, app UI/UX, and social media content design.

01/2014 - 10/2015 DESIGN DIRECTOR

the LAB Miami, thelabmiami.com

I set the creative vision for the brand, designed the website, managed social and newsletters, designed events and murals, managed designers, software engineers, videographers, photographers, and graffiti artists for various projects.

01/2012 - 01/2016 CEO, CO-FOUNDER

Dark Matter Collective

DMC was a platform for freelance collaboration. I lead it's growth to over 30 members, managed client acquisition and relationships, onboarded freelancers, organized and hosted events and workshops, and secured communal office space.

01/2010 - Present PRODUCT/VISUAL DESIGNER & ILLUSTRATOR

maisari.com

I provide startups, small businesses, and non-profits with design services to help them achieve their goals.