

Malarie Brakefield

Digital Designer • Web, UX & Brand

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PROFESSIONAL SUMMARY

Digital designer with 13+ years of experience across web design, UX, brand systems, and print media. I care about getting the details right and do my best work as part of a team that feels the same way.

- 100+ projects delivered over the last five years, primarily web design with select branding, print, and advertising work
- Experienced across the full design process: discovery, research, wireframing, prototyping, and developer handoff
- Skilled in building ADA/WCAG-compliant design systems that scale across digital and print
- Currently taking on freelance web design work alongside full-time roles

EXPERIENCE

Website Creative Director / UX Lead *Aug 2021 – April 2026*

The Nine Digital · Remote

- 100+ client projects delivered over four years, covering responsive web design, authenticated user portals, and brand systems from kickoff through developer handoff.
- 3 enterprise web portals designed for clients in healthcare, real estate, and member associations, each featuring authenticated access, role-based content, filterable directories, and member management tools.
- Developed design systems for every client, covering UI components, typography, color tokens, spacing, and ADA/WCAG accessibility guidelines to keep everything consistent across web and print.
- Opened every project with stakeholder interviews and competitive research to make sure the design direction was grounded in real user needs before any visual work began.
- Crafted responsive, ADA-compliant websites with a focus on clear navigation, logical content hierarchy, and interfaces that are easy and enjoyable to use.
- Partnered with developers, copywriters, and SEO contractors at every stage to make sure the finished product matched the original design intent.

Art Director *Aug 2012 – Aug 2021*

Daily Mountain Eagle · Jasper, AL

- 9 years of editorial layout and advertising design for *Walker Magazine* and special print editions, building a strong foundation in visual hierarchy, typography, and content structure.
- Produced print and digital advertising concepts for a wide range of clients, refining work through feedback cycles while keeping visual standards consistent across all publications.
- Collaborated with editorial, sales, and contracted teams to deliver photography, video, and design content on tight deadlines while keeping multiple projects moving at once.

SKILLS

Web & UX Design: Responsive web design, wireframing, interaction design, information architecture, user flows, prototyping, usability testing

Research & Strategy: Discovery interviews, competitive analysis, persona development, journey mapping, stakeholder facilitation

Design Systems: Component libraries, style guides, color tokens, typography scales

Portal & Product Design: Authenticated user portals, member management interfaces, employee directories, role-based content, filterable data views

Visual & Brand Design: Brand identity, print collateral, advertising, editorial layout, photography direction

Accessibility: ADA/WCAG compliance, inclusive design principles, accessible color contrast and typography

Collaboration: Developer handoff, cross-functional teamwork, multi-project management, client communication

TOOLS

Design & Prototyping: Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe Indesign

Media & Production: Adobe Lightroom, Adobe Premiere Pro

CERTIFICATES

Emotional Design Thinking & Design Psychology Masterclass *May 25, 2026*

Udemy | [Certificate URL](#) | Certificate no: UC-c9b5208a-7f7d-48d6-bf36-6c895ced6f7b

EDUCATION

Bachelor of Arts, Communication and Media/Multimedia

The University of Alabama · Tuscaloosa, AL