# Maja Nadel

## UI/UX DESIGNER

**GET IN TOUCH**

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Portfolio: https://majanadel.github.io/portfolio-website/
Linkedin: www.linkedin.com/in/majanadel

Location: Boston

## PROJECTS

- **Portfolio Website** - I built this website using HTML, CSS and JavaScript.
  Link: https://majanadel.github.io/portfolio-website/
- **FitMe** - FitMe is a fitness app for busy professionals. I used Sketch, Invision, Marvel and Adobe Illustrator. Link: https://majanadel.github.io/portfolio-website/fitme.html
- **Vocabulum** - Vocabulum is an app that helps people learn new vocabulary. I used Figma, Prott and LucidCharts. Link: https://majanadel.github.io/portfolio-website/vocabulum.html

## RELEVANT PROFFESIONAL EXPERIENCE

### UX Design Consultant

*REPRODUCTIVE HEALTH NATIONAL TRAINING CENTER, BOSTON*
*DECEMBER 2021 TO PRESENT*

- Conducted both quantitative and qualitative data analysis on data gathered from one-on-one remote interviews
- Recommended usability improvements to stakeholders based on interviews
- Created Mid and High fidelity wireframes and prototypes

### Social Media Coordinator

*DOMINICAN DEVELOPMENT CENTER , BOSTON*
*MAY 2020 TO PRESENT*

- Manages website using Wordpress
- Manages social media accounts - Facebook, Instagram, Twitter
- Creates monthly newsletter using ConstantContact
- Increased User engagement by 50% utilizing the monthly newsletter sent to 500 subscribers

### Program Coordinator

*WOMEN ENCOURAGING EMPOWERMENT , REVERE*
*DEC 2018 - SEPT 2019*

- Worked with budgets and procedures using Quickbooks to ensure the implementation and success of the programs
- Monitored 10 staff members' workloads and hours, coordinated their schedules
- Increased number of Spanish speaking ESL students by 80% by creating engaging promotional materials and social media outreach

### Program Assistant

*IRISH INTERNATIONAL IMMIGRANT CENTER, BOSTON*
*MAY 2017 - SEPT 2017*

- Planned and delivered English and Civic lessons
- Administered administrative duties using Salesforce

## EDUCATION BACKGROUND

### CareerFoundry

*CERTIFICATE IN UX DESIGN, GRADUATED 2021*

- Approached real problems from a design perspective and delivered a better user experience
- Gained working knowledge of current web technologies and usability best practices

### University of Rijeka, Croatia

*MS IN HOSPITALITY MANAGEMENT, GRADUATED IN 2006*

### University of Rijeka, Croatia

*BA IN ECONOMICS, GRADUATED IN 2005*

## SUMMARY

UI/UX Designer with a background in the hospitality industry and non-profit sector. I've been working in client facing environments for the past 12 years and I excel by doing work that positively affects peoples' lives. I use the skills I gained in my diverse background to design unique products tailored to peoples' needs and desires.

## SKILLS

Wireframing & Prototyping
User Interface
User Research
User Interviews and surveys
User Stories & Personas
User Journeys
Task Flows
Usability Testing
Competitive Analysis
Information Architecture
A/B and Preference Testing
Card Sorting
Frontend Development

## TOOLS

Adobe XD
Sketch
Figma
Balsamiq
InVision
Miro
Optimal Workshop
Zeplin
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Usability Hub
HTML & CSS
JavaScript

## LANGUAGES

Croatian (Native)
English (Fluent)
Spanish (Advanced)
Italian (High Beginner)
Portuguese (Beginner)