

# Ava Nadel

## UX/UI Researcher

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## EDUCATION

BA, Sociology  
Guilford College | 2017

Certificate, UX/UI Design & Frontend  
Bloc & Thinkful | Remote | 2019

Certificate, CPR/First Aid/AED  
American Red Cross | 2020-2022

## SKILLS

Data Analysis  
Collaboration  
Detail Oriented  
Strong Organization  
Visual Design  
User Research  
User Personas & Stories  
Wireframing  
Prototyping  
Brand Strategy & Identity  
Usability Testing

## TOOLS

Sketch  
Figma  
InVision  
Usability Hub  
GitHub  
Terminal  
Atom  
HTML, CSS & JavaScript  
Adobe Creative Suite

## SUMMARY

I am a detailed, people-first UX/UI Designer who combines a background in sociology, rooted in 6 years of community organizing to visualize user behavior to solve complex user problems to make informed, results oriented decisions.

## EXPERIENCE

BusyBus // iOS

*iOS app that allows users to better track public transportation & desired routes*

- Responsible for user research, brand strategy, wireframing, prototyping & usability testing, & visual design to build a minimum viable product prototype with HTML and CSS.

PSCF // iOS (Independent Study)

*Screen redesign of iOS gym management software app for the clients and staff at Park Slope CrossFit.*

- Responsible for the user research and creating brand strategy, wireframing, prototyping & usability testing, & visual design to build an MVP adapted into Pike13 and SugarWOD.

### Administrative Assistant & Photographer

Park Slope CrossFit | May 2018 - Oct 2018

- Managed receptionist area & maintained member information in electronic portals
- Produced & edited photographs of members & coaches to be posted on social media accounts.

### Events & Communications Specialist

AmeriCorps VISTA, Generation Schools Network | Aug 2017 - May 2018

- Identified non-profit staff to provide meaningful workshops on teen dating violence and LGBTQIA rights & developed event schedules to delegate food delivery & student attendance
- Conducted testimonials for marketing use to the Education Manager for publication in the GSN newsletter.

## VOLUNTEER EXPERIENCE

### Member, Chapter President,

Best Buddies International | Sept 2010 - May 2013

- Worked directly with Millennium High School administration to secure funding for events while training and managing student leaders
- Tripled number of Best Buddies club members through Spread the Word to End the Word, Friendship Walk Initiatives, and weekly club meetings
- Initiated a grassroots movement in Millennium High School to student body on defamatory use of the word "retarded" through creating assisting club members in pledge organization and promotional materials.