



Ava Nadel

UX/UI Researcher

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EDUCATION

BA, Sociology
Guilford College | 2017

Certificate, UX/UI Design & Frontend
Bloc(Thinkful) | Online | 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 UX/UI Researcher & Designer based in Brooklyn, NY who combines a background in community organizing to create functional user experiences through human-centered problem solving.

RECENT PROJECTS

BusyBus // iOS prototype

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.

edulife // Desktop Prototype

Desktop cloud storage app geared towards students seeking to maintain personal and academic organization

- Responsible for the user research and creating brand strategy, wireframing, prototyping & usability testing, & visual design to build an MVP via InVision.

WORK EXPERIENCE

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.