DESIGNER & TECHNOLOGIST

Nina Padavil

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EDUCATION

Rensselaer Polytechnic Institute
B.Sci Information Technology & Web Science
B.Sci Business Management

EXPERIENCE

WebMD: Medscape from WebMD Intern `WEB DESIGN` `UI DESIGN`
Built and followed pharmaceutical ad campaigns through iterative life cycles alongside 4 development teams to meet client and project requirements. Additionally, assisted the head of User Experience at WebMD to conduct usability testing on new features for both Web and Mobile.
June-August 2014

Undergrad Research: RPI Metrology Petrology Database `UX RESEARCH`
Led and conducted user research for an RPI-sourced National Metrology Petrology database redesign to improve usability of an image comparator, sample-to-sample search, and chemical analyses functionality. Involved user interviews and thought-map creation to identify key features and pain points.
January-May 2014

Case Funding: Litigation Financing `MARKETING`
Created and deploying responsive marketing campaigns using original graphic and text ads. Incorporated analysis from Google AdWords metrics, Moz software, and Salesforce for maximum impressions and conversions.
June-December 2013

PROJECTS

Metropolitan Transit Authority: Redesign `UX RESEARCH` `UI DESIGN`
Evaluated key features and pain points for avid and one-time users of the New York MTA system with a heavy focus on payment capability and card management. Used research to re-design a more intuitive interface and user experience.
January-May 2014

Pi Beta Phi - NY Epsilon: Website Redesign `WEB DESIGN`
Redesigned my sorority's website to communicate our mission and purpose to the general public. An emphasis was placed on new-member recruitment in order to interact and answer any questions potential new-members would have about us.
June-August 2014

SKILLS

Interface Design	Heuristic evaluation, responsive interaction
Prototyping	Sketch.App, lo-fi & high-fi prototyping
Web Design	HTML, CSS frameworks, Javascript
Graphic Design	Adobe Photoshop, Illustrator, InDesign
Programming	Intermidate Python & C++
Project Management	Requirements anaylsis, lean production, agile