# Aina Padavil

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# Rensselaer Polytechnic Institute

B.Sci Information Technology & Web Science B.Sci Business Management

## 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 thoughtmap 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.

**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

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