

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*

*Prototyping*

*Web Design*

*Graphic Design*

*Programming*

*Project Management*

Heuristic evaluation, responsive interaction

Sketch.App, lo-fi & high-fi prototyping

HTML, CSS frameworks, Javascript

Adobe Photoshop, Illustrator, InDesign

Intermidate Python & C++

Requirements anaylsis, lean production, agile