

# Nadya Audrey Salim

Product Designer

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## EXPERIENCE

### Applied Medical

UI/UX Designer II • Sep 2021 - Jul 2022

Led 10 projects, produce design solutions, information architecture, and interactive prototypes using Figma and Adobe Creative Cloud. Creates and maintains design system. Mentors associate designers in the team.

UI/UX Designer I • Sep 2020 - Sep 2021

Led the research and design of an electrosurgical generator. Worked with cross functional teams to understand the standards and requirements for medical devices. Conducted user testing to ensure the usability of the UI.

Associate UI/UX Designer • Sep 2019 - Sep 2020

Designed and launched an internal Learning Management System to provide training for around 4,000 employees. Redesigned Customer Relationship Management iOS application for global field team members. Led the establishment of a design system to maintain product consistency.

### Putra Peduli

Contract UX Designer • May 2019 - Jun 2019

Redesigned the organization's website for a better user experience and consistent visual identity. Created graphic assets using Adobe Illustrator. Established a design system to increase the efficiency of future design works.

### Eventerprise

UX Design Intern • Jun 2018 - Sep 2018

Redesigned SaaS website and user dashboard. Conducted competitive analysis and collaborated closely with developers and VP of Marketing. Revamped the company's design system.

### Mother Erth

UI/UX Design Intern • Apr 2018 - Jun 2018

Designed digital ad campaigns using Photoshop and Illustrator. Redesigned the company's website and collaborated with the web development team to optimize website conversions.

## EDUCATION

### University of California, San Diego

B.S. Human-Computer Interaction

GPA 3.9 | Magna Cum Laude

### UC Irvine Continuing Education

Innovation Management & Entrepreneurship Certification

GPA 4.0 | Awarded Dec 2022

## SKILLS

### Design

Interactive Prototyping

User Research

Usability Testing

Interaction Design

Visual Design

Mobile Design

Web Design

Motion Design

### Tools

Figma

Adobe XD

Sketch

Photoshop

Illustrator

After Effects

Premiere Pro

### Programming

HTML/CSS

Bootstrap

JavaScript