

# Nadya Audrey Salim

Product Designer

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## EXPERIENCE

### Applied Medical

UI/UX Designer II • Sep 2021 - Jul 2022

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 for the new generation of the electrosurgical generator.

Associate UI/UX Designer • Sep 2019 - Sep 2020

Designed and prototyped an internal learning management system to provide training for around 4,000 employees. Redesigned Customer Relationship Management iOS application for global field team members.

### Putra Peduli

Contract UX Designer • May 2019 - Jun 2019

Redesigned Putra Peduli's website for a better user experience and consistent visual identity. Created graphic assets for the organization using Adobe Illustrator.

### 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

### UC San Diego

B.S. Human-Computer Interaction  
GPA 3.9 | Magna Cum Laude

## SKILLS

### Design

Interactive Prototyping  
Interaction Design  
Visual Design  
Mobile Design  
Web Design  
User Research  
Usability Testing  
Motion Design

### Tools

Figma  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Adobe Premiere Pro  
Sketch  
Axure RP

### Programming

HTML/CSS  
Bootstrap  
JavaScript