

Nadya Audrey Salim

www.nadyaaudrey.com
nad_audrey@outlook.com
714.681.0037

EDUCATION

UC San Diego

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

De Anza College

Computer Science
GPA 3.75 | Dean's List

SKILLS

Design

Storyboarding
Wireframing
User Research
Competitive Analysis
Personas
Low to High-fi Prototyping
Usability Testing
Affinity Mapping
Heuristic Evaluation
Motion Design

Tools

Adobe XD
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Sketch
Invision
Figma
Balsamiq
Axure RP

Programming

HTML/CSS
Bootstrap
JavaScript

EXPERIENCE

Putra Peduli - Contract UX Designer

May 2019 - Jun 2019

Redesigned and prototyped Putra Peduli's website for better user experience and consistent visual identity.

UC San Diego - Instructional Assistant

Apr 2019 - Jun 2019

Eventerprise - UX Design Intern

Jun 2018 - Sep 2018

Redesigned the company's website and user dashboard to deliver a more usable and delightful experience. Conducted competitive analysis on product features and design. Revamped visual style guidelines.

Mother Erth - UI/UX Design Intern

Apr 2018 - Jun 2018

Designed digital ad campaigns and conducted A/B testing on Facebook. Collaborated with web development team to optimize website conversions. Designed high-converting landing pages with UX principles.

PROJECTS

Shampour - UX & Product Design

Apr 2019 - Jun 2019

Designed an interactive shampoo refill kiosk that leverages physical interaction with users and objects. Conducted user research, competitive analysis, and user testing. Wireframed & prototyped the kiosk digital screens. Built cardboard modeling of the kiosk.

Craigslist Redesign - UX Design

Feb 2018

Redesigned Craigslist website and mobile app with a clean & minimal concept for better user experience and visual. Conducted competitive analysis and defined pain points. Created wireframes and prototypes.

HONORS & AWARDS

Phi Theta Kappa Honor Society

Apr 2016 - Present

Google Developer Challenge Scholarship

Jan 2018 - Apr 2018

Design Frontiers 2018 - 1st Place

Mar 2018