

Nicki Padar

Visual and UX Designer

npadar.github.io

nickipadar@gmail.com

(510) 304 - 5890

linkedin.com/in/nicki-padar

EDUCATION

University of California, Davis

Design B.A.

Cognitive Science B.S.

GPA - 3.79

March 2018 - *Cum Laude*

SKILLS

Design

Branding

Typography

Prototyping

User Experience

User Interaction

Product Design

Visual Design

Motion Design

Tools

Sketch

InVision

Photoshop

Illustrator

InDesign

After Effects

HTML/CSS

Bootstrap

Social Media

EXPERIENCE

Udacity — Mountain View, CA

Junior Visual Designer / September 2018 - Present

Create landing pages optimized for growth marketing and lead generation. Develop hypothesis for lead generation A/B testing. Design and prototype assets for marketing campaigns. Collaborate with team to establish style guidelines of the brand.

Visual Design Intern / May 2018 - August 2018

Designed and prototyped assets for social media, ads, email marketing, and website. Conceptualized and managed the redesign of the student success landing page to create optimal visual and user experience.

Seagate Technology — Cupertino, CA

Graphic Design Intern / June 2017 - March 2018

Designed deliverables such as flyers, timelines, pamphlets, etc. for employees and managers to use. Managed the redesign of the human resources website. Improved the user experience of the website by creating a cleaner interface.

The California Aggie — Davis, CA

Layout Artist / September 2017 - March 2018

Created layout and design of weekly newspaper. Collaborated with design directors to set style guidelines and establish a brand identity for the newspaper.

Graphic Designer / November 2016 - August 2017

Designed graphics/infographics for weekly news stories to be shown in print and on the website.

UCD Undergraduate Education (UE) — Davis, CA

Graphic Design Assistant / July 2016 - June 2017

Assisted in designing material for print and the UE website to promote UC Davis events. Met and brainstormed ideas with 2-5 clients weekly from departments that UE oversees to discuss design strategies.