

Nicki Padar

Visual and UX Designer

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EDUCATION

University of California, Davis

Design B.A.
Cognitive Science B.S.

March 2018 - *Cum Laude*

SKILLS

Design

Branding
Typography
Prototyping
User Experience
User Interaction
Product Design
Visual Design
Motion Design
Design Thinking

Tools

Sketch
InVision
Photoshop
Illustrator
InDesign
After Effects
HTML/CSS
Bootstrap
Social Media

EXPERIENCE

Udacity

Visual Designer / September 2018 - Present

Design and ship web/mobile features to improve usability and increase purchase rates. Develop user flows, wireframes, and prototypes for growth marketing pages. Develop hypothesis for lead generation A/B testing.

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

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

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.