

# 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.