# Navnit Virdi

nvirdi3@gmail.com  |  360-356-8580  |  San Francisco, CA                    linkedin.com/in/navnitvirdi

## Summary:

UI/UX Designer with a passion for problem solving and creating intuitive designs based on research and strategy. I aim to work in a collaborative and growing environment as I enjoy learning new tools and building products that make people's lives easier. You can learn more by visiting my portfolio here: nvirdi.com

## Skills:

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|---|---|---|---|---|
| User Surveys | User Testing | Sketch | Peek | HTML/CSS |
| User Personas | User Interviews | Adobe CS | InVision | Javascript |
| User Flows | Wireframes | Prototyping | Balsamiq | jQuery |

## Projects:

**Playground**
Shopping Experience

**Browse lipstick shades with custom finishes**
- Created user flows using Sketch based on user research
- Designed prototype for user testing using Balsamiq and InVision
- Performed user tests using Peek and Usability Hub for efficient user interaction

**Mavinn**
Android App

**Find hotels catered to different occasions**
- Analyzed competitors for solution research
- Interviewed users to learn specific frustrations with current hotel apps
- Designed full wireframe prototype for user testing using Sketch and Adobe CS

**Blocbox**
Responsive Web App

**Save and share images, links and notes in one place**
- Designed and distributed user survey for user research
- Created wireframe prototype for user testing using Adobe Photoshop
- Built and tested responsive visual prototype using HTML, CSS and basic JS

## Experience:

**Project Coordinator**
Sutter Health
San Francisco | 2015-2017

- Designed new hospital map for Sutter Health navigation app
- Created timeline and budget templates for hospital directors to ensure goals met
- Designed hospital wide online survey to prepare for accreditation and meet standards

**Administrative Director**
Women HealthCare Executives
San Francisco | 2016-2017

- Created online scholarship application increasing submissions by 40%
- Obtained sponsors from healthcare organizations for annual Woman of the Year gala
- Added online payment options for faster membership application processing

**Media Coordinator**
Drive Shop Creative Agency
Redmond | 2013-2015

- Assisted with blogger outreach, increasing monthly car loans
- Coordinated over 100 online influencers resulting in program expansion
- Analyzed and presented  marketing data from auto brands, using internal database

## Education:

**Design Apprenticeship**
Bloc Program
2017-2018

Completed 950+ hours of design skill building while creating responsive and engaging designs, under the mentorship of experienced, Senior UX Designers.

**BA-Business & Marketing**
University of Washington
2008-2012

Courses included E-Marketing, Brand Development, Marketing Research, Technology Innovation, and Entrepreneurship.