

Navnit Viridi

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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](https://www.nvirdi.com)

Skills:

User Surveys
User Personas
User Flows

User Testing
User Interviews
Wireframes

Sketch
Adobe CS
Prototyping

Peek
InVision
Balsamiq

HTML/CSS
Javascript
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.