

# Navnit Viridi

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## Summary:

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 so I can learn new tools and build products that make people's lives easier. You can learn more by visiting my portfolio here: [nvirdi.com](https://nvirdi.com)

## Skills:

User Research  
User Testing  
Wireframes

Visual Design  
Branding/Marketing  
UX/UI Design

Sketch/  
Adobe CS  
InVision

HTML/CSS  
Web/Mobile  
Project Management

## Projects:

**Chef O**  
iOS App

### Find easy, fresh recipes with your ingredients

- Researched users, market, and current design trends
- Designed brand concept, wireframes, and user flows using Sketch
- Built interactive prototype using InVision and user testing with Peek

**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

## Experience:

**Sr. UX Designer**  
Whil Concepts Inc.  
San Francisco | 2018-Present

- Creating user flows, wireframes, and visual designs for new features
- Partnering with CS team to understand user data and increase user engagement
- Collaborating with engineering team to execute designs efficiently
- Designing all marketing collateral including eBooks, print, social media etc.

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

- Designed wireframes for Sutter Health navigation app
- Created project templates for hospital directors to ensure goals met
- Designed hospital wide online survey to prepare for accreditation

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

- Created online scholarship application increasing submissions by 40%
- Refined logo design, style guide and managed website experience
- Added online payment options for faster membership application processing

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

- Coordinated over 100 online influencers resulting in program expansion
- Assisted with blogger outreach, increasing monthly car loans by 25%
- Analyzed market data for design research and presentations

## 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.