

# Navnit Viridi

[nvirdi3@gmail.com](mailto:nvirdi3@gmail.com) | 360-356-8580 | San Francisco, CA

[linkedin.com/in/navnitvirdi](https://www.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](https://www.nvirdi.com)

## Skills:

User Surveys  
User Personas  
User Flows

User Testing  
User Interviews  
Wireframes

Sketch/Figma  
Adobe CS  
Prototyping

Peek  
InVision  
Balsamiq

HTML/CSS  
Javascript  
Android/iOS

## 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.