

Navnit Virdi

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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 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:

User Surveys
User Personas
User Flows

User Testing
User Interviews
Wireframes

Sketch/Figma
Adobe CS
Prototyping

After Effects
InVision/Flinto
Balsamiq

HTML/CSS
Principle
Android/iOS

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

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

Experience:

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 HealthCae 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

- Assisted with blogger outreach, increasing monthly car loans by 25%
- Coordinated over 100 online influencers resulting in program expansion
- 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.