



# NADIA CHAUDHRY

UX/UI Designer & Illustrator

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I'm a UX/UI designer + illustrator with three years of experience designing and shipping mobile and web applications. I possess the skills to take a product from a hazy idea to a polished deliverable with a workflow that puts the user first. My passion is picking apart problems in order to understand and then solve them, bringing harmony between business vision and users' needs. I'm looking for a product designer role within a collaborative design team that focuses on research-based design. My long term goal is to be more involved in user research, working towards conducting my own.

## Skills

Responsive Web Design  
iOS App Design  
Email Design  
Vector Illustration  
Wireframing  
Rapid Prototyping  
HTML  
CSS (LESS & SASS)

## Software

Sketch  
Photoshop  
Illustrator  
InDesign  
Principle  
Marvel  
inVision

## Education

BA Psychology

BA Information Technology  
& Informatics (Design Path)

Member: Interaction  
Design Foundation

## Work Experience

### Canfield Scientific, Inc.

UX/UI Designer  
August 2016 - Current

Canfield Scientific, Inc. is the worldwide leader in medical imaging software, photography systems, and clinical research services. As their sole UI/UX designer, I apply my expertise to Canfield's broad range of products and services, working to elevate our look, feel, and user experience. In my time here I have helped launch a brand division along with its flagship application, designed web and mobile applications for pharmacological Independent Panel Reviews, and improved our marketing emails.

- In close collaboration with marketing, I conceptualized, designed, and coded the website that introduced [Canfield Beauty](#) as a new brand division of Canfield Scientific, Inc.
- As the principal designer for the [NEXA iOS app](#), I worked with major beauty brands to conceptualize and design the features that rounded out the app for launch. I continue to iterate on the initial workflow based on client feedback.
- I overhauled our marketing emails, cutting down on copy and introducing visual elements such as animated GIFs, custom illustrations, and prominent CTAs. These improvements increased both our open and click-through rates substantially.

### Trinitas Regional Medical Center

IT Computer Operations/Help Desk Technician  
October 2013 - August 2016

Trinitas Regional Medical Center is a major city hospital spread across two campuses and multiple satellite locations. As a help desk technician, I provided tech support to all hospital staff via remote desktop connection. In addition to this, I was responsible for maintaining data integrity across patient medical records.