Ava Nadel

UX/UI Designer

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EDUCATION

BA, Sociology Guilford College | 2017

Certificate, UX/UI Design & Frontend Bloc & Thinkful | Remote | 2019

Certificate, CPR/First Aid/AED American Red Cross | 2020-2022

Certificate, Certified Personal Trainer NASM | 2021-2023

SKILLS

Data Analysis
Collaboration
Detail Oriented
Strong Organization
Visual Design
User Research
User Personas & Stories
Wireframing
Prototyping
Brand Strategy & Identity
Usability Testing

TOOLS

Sketch

Figma

InVision

Usability Hub

GitHub

Terminal

Atom

HTML, CSS & JavaScript

Adobe Creative Suite

SUMMARY

I am a detailed, people-first UX/UI Designer who combines a background in sociology, rooted in 6 years of community organzing to visualize user behavior to solve complex user problems to make informed, results oriented decisions.

EXPERIENCE

BusyBus // iOS

iOS app that allows users to better track public transportation & desired routes

 Responsible for user research, brand strategy, wireframing, prototyping & usability testing, & visual design to build a minimum viable product prototype with HTML and CSS.

PSCF // iOS (Independent Study

Screen redesign of iOS gym management software app for the clients and staff at Park Slope CrossFit.

 Responsible for the user research and creating brand strategy, wireframing, prototyping & usability testing, & visual design to build an MVP adapted into Pike13 and SugarWOD.

Administrative Assistant & Photographer

Park Slope CrossFit | May 2018 - Oct 2018

- Managed receptionist area & maintained member information in electronic portals
- Produced & edited photographs of members & coaches to be posted on social media accounts.

Events & Communications Specialist

AmeriCorps VISTA, Generation Schools Network | Aug 2017 - May 2018

- Identified non-profit staff to provide meaningful workshops on teen dating violence and LGBTQIA rights & developed event schedules to delegate food delivery & student attendance
- Conducted testimonials for marketing use to the Education Manager for publication in the GSN newsletter.

VOLUNTEER EXPERIENCE

Member, Chapter President,

Best Buddies International | Sept 2010 - May 2013

- Worked directly with Millennium High School administration to secure funding for events while training and managing student leaders
- Tripled number of Best Buddies club members through Spread the Word to End the Word, Friendship Walk Initiatives, and weekly club meetings
- Initiated a grassroots movement in Millennium High School to student body on defamotory use of the word "retarded" through creating assisting club members in pledge organization and promotional materials.