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| **NADIA SHIWPRASAD**  **UI/UX DESIGNER**  **PROJECTS**  Shoppe App  UX RESEARCHER,, UI/UX DESIGNER  JULY - SEPT 2020, BRAINSTATION   * A shopping app designed to create convenient shopping experiences   Responsive Marketing Website  PRODUCT MARKETER, EXPERIENCE DESIGNER, VISUAL DESIGNER  SEPT - OCT 2020, BRAINSTATION, USER EXPERIENCE DESIGN   * A responsive marketing website to promote Shoppe App features   Successful Retail  CX RESEARCHER, UI/UX DESIGNER  SEPT 2016 - 2017, RYERSON UNIVERSITY, SCHOOL OF FASHION   * A research project about the retail industry in the digital age  **EXPERIENCE** Freelance UX DesignerSEPT 2020 - CURRENT, TORONTO, ONIncreasing sales for businesses affected by COVID-19 by 40% using UX principles to redesign websitesDeveloping innovative design systems for digital productsCreated research driven designs that improved online experience for consumersDelivering detailed design concepts, wireframes, and brand guidelines created with design software Graphic Designer and Web Developer | Promotional Print and Packaging Corp. NOV 2019 - 2020, TORONTO, ONUsed best practices to lead the UI/UX design of a B2C e-commerce websiteDelivered competitive project bids and RFPs using IA and visual designIncreased workflows by 60% by implementing artwork process flows for production and design teamsDesigned, prepared and approved high-quality print-ready packaging specs for production Packaging Designer | Gertex Hosiery APR 2017 - 2020, TORONTO, ONManaged, designed and approved packaging assets and samplesConducted quality control on production packaging samplesCreated and implemented processes to improve vendor management and client relationships, leading to KPI liftsUsed creative problem-solving and communication skills to troubleshoot complex issues for 50 overseas vendors | [nshiwprasad@gmail.com](mailto:nshiwprasad@gmail.com)  [linkedin.com/in/nshiwprasad/](https://ca.linkedin.com/in/nshiwprasad) [nadiashiwprasad.com](https://www.nadiashiwprasad.com/)  **Password: PortfolioAccess** **SKILLS**UI Design, Design Thinking, Typography, Branding, User Research, Market Research, Experience Design, UX Design, Interaction Design, Mobile Apps, Web, Landing Pages, Visual Design, Customer Experience, Wireframing, QA, Prototyping, Low, Mid and High Fidelity Design, Moodboards, Usability Testing, Accessibility Standards (AODA, WCAG)**SOFTWARE**  * Sketch, Figma, InVision, Zeplin, Balsamiq, Adobe XD, Illustrator, InDesign, CSS, Adobe Creative Suite  **PROFILE** I'm a UI/UX Designer who enjoys understanding how design and technology can impact people’s behaviours and influence their habits **EDUCATION** **BrainStation | Diploma,**  **User Experience Design** JUN 2020 - SEPT 2020, TORONTO, ONFemales in Technology Scholarship Recipient **Ryerson University | BaDes, Fashion Communications** SEPT 2013 - APR 2017, TORONTO, ON |