Nadia Batchelor

Information Architect | Product Designer

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Product designer with a skilled eye for visual problem solving. Experience in producing user-centric designs that are intuitive, accessible and developer-friendly in a fast-paced environment

Experience

Product Designer
McCabes Printing Group | Fairfax VA   **08/22-Present**
- Facilitating product design for McCabe's Printing Group, resulting in a 50% increase in yearly profits
- Communicating design concepts, insights, and outcomes to stakeholders
- Orchestrating the product design process while managing project priorities, deadlines, marketing materials, and deliverables

UX UI Designer
Thinkpoint Creative | Burke VA   **08/23-11/23**
- Designed cross-functional products, and experiences for social channels while working on creative proposal
- Facilitated design reviews with stakeholders
- Conducted UX research and created user-centered digital products resulting in an immersive online experience for our client base

Graphic Designer
The Journal of the Society for Cardiovascular Angiography & Interventions   **06/23-07/23**
- Provided infographics for the article," Influence of Race/Ethnicity and Sex on Coronary Stent Outcomes in Diabetic Patients"
- Link to article: https://www.jscai.org/article/S2772-9303(23)00544-6/fulltext

Product Designer
The Oasis Alliance | Mclean VA   **04/23-05/23**
- Hand-selected to collaborate in AIGA's 24-hour creative marathon
- Designed suitable branding and other marking materials for a nonprofit organization from the ground up
- Collaborated with cross-functional teams to establish new brand guidelines

UX UI Designer
Nadabdesigns | Fairfax VA   **08/18-08/22**
- Managing a design business that specializes in web design, digital marketing, and branding
- Utilizing Agile methodologies
- Designing wireframes, conduct user tests, and create interactive prototypes

Education

George Washington University
UX UI Certification | College of Professional Studies
- Learned cutting-edge tools to create compelling, user-centric experiences
- Proficient at implementing UX UI strategies such as creating storyboards, prototypes, interactive apps, and responsive websites

George Mason University
Bachelor of Fine Arts
- Graduated with a degree in Graphic Design and a minor in Animation
- Became proficient in the Adobe Creative Suite, demonstrating extensive experience in branding, editorial design, social media management, web design, motion design, and printing services

Skills

Visual Design	Brand Development	Typography	Adobe Creative Suite	Visual Studio Code
UI/UX	Advertising	HTML	FIGMA	GitHub
Animation	Communication	jQuery	Miro	InVision