Navya Adipudi
UX/ UI

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EDUCATION + CERTIFICATIONS

The University of Texas at Dallas
Bachelor of Arts (B.A) in Arts, Technology, and Emerging Communication; Minor in Visual Arts   **Aug 2018- May 2022**
Relevant Coursework: Project Management, Typography, User Experience, Communications Writing

Certified Scrum Master (CSM)   **June 2023**

Google UX Design Professional Certification Course   **Oct 2022- Feb 2023**

WORK HISTORY

Zeitler Design - *Experienced Digital Product Designer, Illustrator*   **May 2023 - Present**
- Designed and prototyped full-cycle website builds for 14+ clients, including M.Flynn, Lucy & Jane Matcha, Boston Millwork, SUYO Pisco, Rueda Design, and Kith Corner, increasing engagement and usability across platforms. Current projects include Walls Down Wellness and JDI Phase 2 Consulting.
- Managed dev handoff and QA with developers for responsive websites; conducted cross-device testing to meet high accessibility and usability standards.
- Recognized with CSSDA awards for Best UX, UI, and Innovation for Zeitler Design's agency site, honoring excellence in visual and interaction design.

VLK Architects (VLK) - *Digital Marketing Coordinator*   **March 2024 - Present**
- Manage analytics, growth strategy, and quarterly reporting across LinkedIn, Instagram, Facebook, and X; increased quarterly reach to 104.5K and added 2.2K+ followers YOY.
- Draft all external press releases (15+ to date), with pickups by DBJ and industry media; lead content for firm-wide digital initiatives and case studies.
- Maintain and update 10+ client-facing and internal WordPress/Wix sites, ensuring brand accuracy, accessibility, and real-time updates under tight deadlines—front-end development work to elevate websites.

System Soft Technologies - *Digital UX Designer Apprentice*   **June 2023 - Feb 2024**
- Designed the administration management website for Ascend Rehab with UX/UI team and an Agile team.
- Designed multiple flows, including therapist role management, timesheet task creation, timesheet landing page, and the permissions landing page

PROJECT EXPERIENCE

Ascend Rehab - *Responsive SaaS administrative website, UX/UI Apprentice*
- Designed wireframes and user flows for therapist time management and reporting, optimizing administrative functionality for increased efficiency.

Kith Corner - *Responsive Web Design, UX/UI Designer*
- Led UX and UI design for a daycare's full website launch, creating a warm, trust-building digital experience driven by parent personas. Designed the information architecture, interaction patterns, and prototypes, and supported QA to ensure an intuitive, mobile and desktop-friendly site that the daycare can easily update for new programs, staff, and events.

Rueda Design - *Responsive Web Design, UX/UI Designer*
- Redesigned a custom furniture studio's website to reflect its growth and evolving minimalist brand identity. Collaborated on homepage direction, then owned UX/UI for all internal pages, prototyping a scalable system used by both designers and developers. Delivered a refined version-two redesign after stakeholder alignment shifted, ensuring clarity, cohesion, and ease of build.

M.Flynn Jewelry - *Luxury e-Comm website, Responsive Web Design, UX/UI Designer (in development)*
- Designed the full UX/UI system for a 30+ page luxury jewelry eCommerce site, establishing a high-end, editorial shopping experience centered on trust, craftsmanship, and intuitive navigation. Collaborated with creative leadership on visual direction and prototyped all key pages; partnered with development through ongoing refinement as the site progresses toward launch.

SKILLS

Design Skills: User Experience, Graphic/Visual Design, Typography, HiFi/LoFi Prototyping, Interaction Design, Wireframing, Motion Design, User Flows, Strategy and Visual Presentations, Color Design, Illustration, Marketing Design, Print Design, Product Print Packaging Design

Research: Skilled troubleshooter, Cognitive walkthrough, Task Analysis, and Personal Hypothesis, Competitive audits

Collaboration: Detail-oriented, flexible, initiative, experienced leader, interpersonal and personal communication, facilitating design critique, strong presentation and writing skills, utilizing the Agile methodology

Tools: Sketch, Figma, Adobe Creative Suite (XD, Photoshop, Lightroom, After Effects, Premiere Pro, Illustrator) MS Suite (Excel, PPT (Visio), Teams), Balsamiq, React, Miro, InVision, Google Suite, conversational understanding of JavaScript and Python, HTML, CSS, Slack, Jira, Confluence