



NADIA CHAUDHRY

Senior Designer & Illustrator

Portfolio: nadiabean.com • Email: nchaud@gmail.com

I'm a UI/UX designer + illustrator with 7 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.

Skills

Responsive Web Design

iOS App Design

Email Design

Illustration

Wireframing

Rapid Prototyping

Software

Figma

Sketch

Photoshop

Illustrator

InDesign

Procreate

Webflow

Education

BA Psychology

BA Information Technology &
Informatics (Design Path)

Work Experience

Tall Poppy, Inc.

Senior Product Designer

May 2022 - March 2024

- I completely redesigned our [website](#), creating a design and illustration system, as well as building the site in Webflow. I worked closely with our Technical Program Manager to design around her writing, improving how we communicated our services.
- In tandem with the website rebrand, I worked to harmonize the design of the app as well as documents such as one-pagers so that they matched, updating the entire design system.
- Worked closely across several departments to create and implement email campaigns via Customer.io to streamline our communications.
- Helped kick off the creation of the security reporting system we use with clients by designing said reports and doing the initial implementation via LaTeX. This helped lessen the work of our Security Analysts, making it easier to generate reports.

Product Designer

May 2020 - May 2022

- Designed and built a full design system utilizing Figma components.
- Redesigned the Tall Poppy app, making it easier to navigate and use as well as removing non accessible elements such as modals.
- Designed and iterated on new features for the app as needed, working closely with the CEO and CTO.
- Worked with design interns, guiding them through their project work.

Canfield Scientific, Inc.

UI/UX Designer

August 2016 - May 2020

- 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 overhauled 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.