

NADIA DIAZ

USER EXPERIENCE DESIGNER

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EXPERIENCE

Product Designer (Contract) | Dysh

July 2021 - Present, Miami, FL

- Lead design strategy and process for the Customer Marketplace while driving cross-team collaboration to identify user and business goals.
- Design high-quality features by developing flows, wireframes, and prototypes based on user experience best practices, design principles and research insights.

PR & Social Media Account Coordinator | The Dana Agency

August 2019 - March 2020, Miami, FL

- Assisted with writing content for social media, websites, and media communications.
- Collaborated in a multi-disciplinary team to build PR and social media campaigns.
- Grew a meaningful, engaged audience by 70% on average per social media client through consistent messaging and intriguing content.

Publicity Associate | The Dana Agency

June 2018 - August 2019, Miami, FL

- Conducted quantitative research to develop successful media strategies and help inform content decisions.
- Created graphics and executed photoshoots for publicity materials and social media.

EDUCATION

BrainStation | Diploma, User Experience Design

April 2021 - June 2021, Miami, FL

Florida International University | Bachelor of Science in Communications

August 2016 - December 2018, Miami, FL

Magna Cum Laude, Dean's List for 6 semesters

PROJECTS

Savor | User Experience Designer, Writer & Researcher

April 2021 - June 2021, BrainStation

Designed an iOS app that connects foodies to authentic communities and dining experiences. Methodologies included quantitative and qualitative research, sketching, wireframing, interaction design, visual design, prototyping, usability testing and creating flows and a design system.

EY | User Experience Designer & Writer

May 2021, BrainStation

Collaborated within a cross-functional team of UX Designers, Web Developers, Data Scientists and EY Consultants for a 24-hour hackathon hosted by BrainStation and EY. Built an innovative digital solution to help a business in the e-commerce industry attract a new market segment.

PROFILE

Former social media and public relations professional eager to transfer my creative expertise in storytelling and content creation to User Experience Design. As someone who highly values empathy, a career that allowed me to better meet other's needs was important. Passionate about visual design and bringing value to people, I am excited to switch my focus to creating user-centric experiences.

SKILLS

User Experience Design, User Interface Design, Visual Design, Interaction Design, User Experience Writing, Information Architecture, User Research, User Strategy, Sketching, Storyboarding, User Flows, Wireframing, Usability Testing, Heuristic Evaluation, Prototyping, Responsive Design, Accessible Design

TOOLS

Figma, Sketch, InVision, Adobe Photoshop, Adobe Lightroom, Adobe Premiere, Webflow