

NADIA RAYWARD

Senior Product Designer

CONTACT

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EDUCATION

Front-End Web Development

Jul 2016 - Sep 2016
General Assembly San Francisco

User Experience Immersive

Sep 2015 - Nov 2015
General Assembly San Francisco

M.S. Biological Photography

Dec 2014
University of Nottingham

B.S. Biology

Dec 2012
University of San Francisco

CERTIFICATIONS

Facilitating Design Thinking

Dec 2019
Cooper

Design Leadership

Jun 2018
Cooper

SKILLS

Software

Sketch
InVision
Figma
MarvelApp
Zeplin
InDesign
Illustrator
Photoshop
Premiere Pro
Squarespace
HTML
CSS

Design

Research
Ideation
Prototyping
Usability
Testing
DLS
Workshops
User Maps
Storyboarding
Empathy
Collaboration
Facilitation

WORK EXPERIENCE

AMERICAN EXPRESS Senior Product Designer

Mar 2019 - Present, Palo Alto

Leading the design of the global inbound marketing platforms responsible for consumer, corporate, and small business segments, which generated around 1 billion dollars in revenue pre-pandemic. With the help of my team, we support four scrum teams and are in charge of the end-to-end design process, from research to prototyping.

VIJILAN Product Designer

Oct 2018 - Feb 2019, Fort Lauderdale

Was brought into Vijilan's product team to redesign parts of the Partner Portal experience as well as updating the DLS.

FREELANCE UX/UI Designer

Jun 2018 - Sep 2018, Miami

Worked on a variety of UX/UI as well as graphic design projects with different clients. Created logo, branding, DLS, wireframes, and a final prototype for a start-up. Designed and built three different websites on Squarespace.

REMEDLY, INC. Product Designer

Sep 2017 - Jun 2018, San Francisco

My main responsibility was to redesign the product user experience as well as the DLS. I collaborated with the entire team, from gathering insights from the CS team to delivering interactive prototypes to the engineering team.

LEADGENIUS UX/UI Designer

Feb 2017 - Jun 2017, Berkeley

Led the onboarding experience, collaborating closely with the design lead and product team designing wireframes and interactive prototypes. Created experience maps and worked on user research for persona creation. Scaled, measured, and designed artifacts to create the DLS.

EVERSTRING UX/UI Designer

Oct 2016 - Dec 2016, San Mateo

Collaborated with the product and sales teams to improve the EverString web App, Chrome extension, and update the DLS. Worked very closely with the design lead. Produced sketches, wireframes, and prototypes to show the design process.

FREELANCE UX/UI Designer

Nov 2015 - Sep 2016, San Francisco

Collaborated in UX/UI projects with different companies such as Nibble, Maga Design, Infuse, and Artlocal.