

Nina Baliga

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Profile

User Experience Designer with extensive experience in digital marketing, user research and cross-platform website/mobile development. Proficient in all steps of user experience design. Critical thinker, highly collaborative, driven and focused with a background in Project Management. Experienced in developing and implementing local, state and national programs for major organizations by approaching problems through an empathetic lens.

Skills

Coding:

HTML
CSS
JavaScript

UX/Design Tools:

Adobe Illustrator
Sketch
OmniGraffle Professional
Axure RP
InVision/Marvel/Flinto

Content Management

Systems:
WordPress
Expression Engine
Salsa

Project Management Tools:

Merlin
Basecamp
AtTask
Slack
Trello

Other Tools:

Microsoft Office Suite
Apple Productivity Apps
Google Apps
GoToMeeting

Experience

FREELANCE USER EXPERIENCE DESIGNER

AUGUST 2013 – PRESENT (WASHINGTON, DC & BOULDER, CO)

Provide consulting and direct UX/UI services. Design, prototype, workshop and build websites, web apps, and mobile applications. Projects/clients include:

The Asia Foundation (Cambodia) - Human Centered Design facilitator

- *Developed mobile applications with local activists to prevent violence against women.
- *Built UI, designs, and prototypes; worked with developers to confirm functional specs.
- *Trained activists on mobile technology and mobile app build process; guided team through entire HCD process.
- *Wrote, designed, and coded Human Centered Design toolkit (vxwapp toolkit.org) for replication of building mobile apps to prevent violence against women in Cambodia.

Graphicacy - Led UX for redesign of Center for American Progress website

- *Created key stakeholder questions and provided guidance on creating user personas.
- *Designed and led workshops to identify user types, user flows, and design studios.
- *Built early stage wireframes and consulted on all UX needs.

Blue State Digital - Led UX for redesign of United Way website

- *Conducted competitive analysis by assessing existing site content.
- *Created questionnaires and ran stakeholder interviews
- *Redesigned information architecture to match needs of the organization.
- *Implemented UX/UI for other clients, including MIT (competitive analysis), Google (task analysis, site assessments, sketching), Council on Foreign Relations (wireframe and functional redesign), Kaiser Permanente (audience assessments and user flows), Propane Education and Research Council (site redesigns, technology assessment, functionality review, user flows).

Additional Experience

RTC (A WUNDERMAN GROUP) – ACCOUNT SUPERVISOR

MAY 2011 – AUGUST 2013 (WASHINGTON, DC)

- *Led team of UXers, designers, project managers, digital strategists and developers to build web and mobile sites for major pharmaceutical company.
- *Compiled user research, conducted competitive analysis, and reviewed federal regulations to create overall web experience for physicians seeking medical samples and savings materials.
- *Built multiple versions of digital channels (desktop, mobile and responsive) to meet changing times and client needs.

MAVERICK DIGITAL – SENIOR ACCOUNT MANAGER

FEBRUARY 2010 – MARCH 2011 (NEW YORK CITY, NY)

- *Developed website architecture, design, and functionality based on client needs and resources to relaunch fully interactive and dynamic websites.
- *Proposed and executed holistic digital strategies, including social and paid search leveraging Google Analytics and market research to bring clients into modern marketing methods.
- *Worked closely with designers and developers to ensure all products were meeting UX specifications, and ensure client satisfaction.

Education

User Experience Design Immersive - General Assembly DC - Graduated August 2014
10 Week, Full-Time, Intensive Course Crafted for UX Design Careers

Visual Design - General Assembly DC - Graduated May 2015

Masters in Business Administration – University of Florida - Graduated April 2008

Bachelor of Arts, Sociology, Environmental Science – New York University - Graduated May 2002