NADIA RICHARDSON

rich1188@msu.edu | 248.321.3711 | www.linkedin.com/in/nad-richardson | Milford, MI

OBJECTIVE

A UX/UI designer seeking opportunities to advance proficiency in front-end software development and design to contribute to creating inclusive digital experiences for diverse and enduring audiences.

EDUCATION

Michigan State University   East Lansing, MI
Major: Bachelor of Arts, *Experience Architecture* (UX/UI)   *May 2025*
Minor: Spanish
Cumulative GPA*: 3.7/4.0*

EXPERIENCE

HDD Studios   Williamston, MI
UX Strategist Intern   *Sept. 2024 – Present*
- Designed user journey maps and wireframes for "Number 10," a multi-use physical space integrating rental services and community events, optimizing the layout and flow of digital interactions for users accessing information about workshops, events, and accommodations.
- Collaborated with stakeholders and conducted user research to develop a digital interface for Number 10, focusing on enhancing user engagement by streamlining the process of booking event spaces and accessing rental services via mobile and web platforms.

Easy Event Planning LLC
Digital Marketing and SEO Intern   *Jul. 2024 – Present*
- Removed short code from over 50 blog posts, enhancing readability and improving site performance, contributing to a 10% increase in page views in 3 months.
- Proofread and optimized content for SEO, reducing bounce rates by 15% and increasing search visibility.

Nexus 8 International LLC
UX/UI Design Intern   *Jul. 2024 - Present*
- Led user interviews, surveys, and usability testing for the web-based product Hippra, resulting in improved user experience through targeted insights.
- Designed and iterated wireframes, prototypes, and high-fidelity mockups in Figma, refining the product's usability and satisfaction based on user feedback and testing results.

Girls Who Code   East Lansing, MI
Mentor   *Jan. 2024 – Apr. 2024*
- Facilitated JavaScript programming sessions for over 30 young students through Khan Academy, ensuring the understanding of core concepts by guiding them through exercises and troubleshooting code.
- Collaborated with 10 other mentors to create lesson plans, delegate roles, and review curriculum for young students resulting in improved student engagement and a high success rate in understanding basic JavaScript concepts.

PROJECTS

Reimagining Constellation Cat Cafe
- Redesigned the Constellation Cat Café's website interface to enhance user experience, improve accessibility, and create a visually engaging design aligned with the brand's mission.

PERMIAS MSU (Indonesian Student Association) Website Design
- Designed and developed the PERMIAS MSU website to create a user-friendly platform that showcases the organization's events, fosters community engagement, and reflects the cultural values of Indonesian students at Michigan State University.

SKILLS & INTERESTS

Spanish *Intermediate*	Microsoft Suite *Proficient*	Adobe Suite *Intermediate*
Html *Intermediate*	JavaScript *Intermediate*	FAMIS *Proficient*