

NADAV MARKEL

USER EXPERIENCE DESIGNER

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I'm a UX designer with extensive creative experience in advertising, digital and social media. My experience allows me to quickly grasp core concepts and shape high-level ideas into logical and strategically persuasive stories. My combination of technical skill, conceptual abilities and storytelling experience is all brought together with design thinking and agile methodologies.

SKILLS

Heuristic Evaluation	Paper Prototyping
Competitive Analysis	Design Iteration
Comparative Analysis	Wire Framing
Surveying	Usability Testing
Interviewing	Site mapping
Affinity Mapping	User Flow
Card Sorting	Graphic design
Feature Prioritization	Art Direction
Persona Development	Copywriting
Journey Mapping	Creative Direction

TOOLS

Sketch, Photoshop, Illustrator, inVision, Principle, Marvel, Microsoft Office, Keynote, Google Suite, Adobe Creative Cloud, Adobe XD, Adobe InDesign,

PROJECTS

Byton: Automotive Touchscreen Interface Design UX Designer

Byton is a Chinese car manufacturer with a new concept for autonomous vehicles. This project involved developing the user experience for an AI driven central touchscreen interface controlling all the cars functions.

- Conducted research and synthesis to determine user needs and potential issues with in-car interfaces.
- Developed prototype and user flow to illustrate how an intuitive AI driven interface can improve safety and increase enjoyment of the driving experience.
- Tools: Sketch, Photoshop, Principle, keynote, Google Suite

Yang Chow: Online Takeout Ordering System UX Designer

Yang Chow is an established Chinese restaurant in LA that needed to upgrade their web presence to include online ordering. This project involved identifying user's needs as they decide where to order and incorporating the best practices of online takeout ordering.

- Conducted research and synthesis to determine user needs and potential issues with the current website
- Developed prototype and user flow to illustrate how an optimized ordering experience increases users confidence in their order

WORK HISTORY

nēdl

Los Angeles, CA

Oct. 2018 - Nov. 2018

Freelance UX Designer

nēdl is a startup mobile application that is a search engine for live radio. It enables listeners to search over 120,000 live radio stations by song, artist, or keyword. My role was to design "Car Mode", an interface to allow drivers to use nēdl.

- Conducted research including heuristics analysis, competitive & comparative analysis, surveys and interviews
- Conducted data synthesis including persona development and journey mapping
- Conducted usability testing with paper prototypes, leading to clickable high fidelity prototype and user flow

Possible

Los Angeles, CA

Jan. 2017 - April 2018

Freelance Art Director

Possible is a global advertising, strategy and technology agency in the WPP family of agencies. As an art director I led a creative team in the design and development of social media advertising

- Responsible for developing original concepts that were on strategy and on brand
- Managed designers, writers and developers to ensure deliverables were up to the highest standards
- Presented work to clients and internal stakeholders

Brands: Microsoft, DIRECTV

Protagonist

New York, NY

July 2014 - Sept. 2016

Associate Creative Director

Protagonist is an independent, boutique advertising agency that does 360 work for small to mid-sized clients. As an ACD, I led the development and production of all creative for the agency.

- Developed branding and national advertising campaigns for entertainment and consumer product clients in digital, print, social media, TV, and radio.
- Planned strategy and delivered client presentations and new business pitches.
- Directed and managed junior creatives and outside production vendors.

Brands: NBCUniversal, Zicam, Heluva Good

Big Fuel

New York, NY

Aug. 2011 - June 2013

Associate Creative Director

Big Fuel was a large social media agency servicing some of the largest companies in the country. It eventually was folded into Digitas. As an ACD, I was responsible for the development and execution of social media campaigns.

- Responsible for all aspects of campaign development from ideation and design to production
- Ensured all work was on brand and on strategy
- Created work for multiple social channels including Facebook, Twitter, Tumblr and Instagram, as well as emerging platforms.

Brands: Chevy, Samsung, Budweiser, Best Buy, State of Montana

TBWA/Chiat/Day

New York, NY

June 2009 - Aug. 2011

Art Director

TBWA/Chiat/Day is a global advertising agency in the Omnicom family of agencies. As an art director I was involved in all aspects of advertising campaigns from ideation to design and production.

- led the ideation, design, presentation and production of national and global advertising campaigns, websites, and social media applications
- Ensured all work was on brand and on strategy
- Focus was on digital advertising and social media

Brands: Skittles, Combos, Kraft, Michelin, Absolut, Birds Eye

EDUCATION

General Assembly - Los Angeles, CA

User Experience Design Immersive

School of Visual Arts - New York, NY

Advertising and Graphic design

Wheaton College - Norton, MA

BA in Biology