

NADIA CHOI

EDUCATION

University of Wisconsin - Madison

Bachelor of Science

Majors: Information Science & Psychology | Minor: Digital Studies

Madison, WI

May 2026

UX & DESIGN EXPERIENCE

Applied Population Lab

UX/UI Intern

Madison, WI

Sept 2025 – Present

- Meet with clients to define personas, goals, and design requirements, translating needs into wireframes and interactive prototypes in Figma.
- Facilitate usability testing for demographic web projects and partner with developer to synthesize findings into actionable, user-centered site improvements.
- Conduct WCAG 2.1 accessibility audits, delivering inclusivity recommendations that address 30+ criteria per site.

Orcasound

Product Designer (Volunteer)

Madison, WI

May 2025 – Present

- Led competitive UX analysis of peer platforms, presenting insights that shaped a major web redesign supporting bioacoustics research and volunteer engagement.
- Write research scripts, develop user personas, and conduct interviews with scientists, conservationists, and tech volunteers to capture diverse user needs and develop new directions.
- Facilitate cross-functional product management workshops (e.g., two opportunity-tree mapping sessions) to align developers and designers around user goals and planning.

Design Interactive

Webmaster & UX Cohort Member

Madison, WI

Sept 2024 – Present

- Redesign DI website in Framer, using insights from five user interviews and iteration to create high-fidelity prototypes that improve navigation, user experience, and mission clarity.
- Designed mobile financial-service tools for caregiving startup CuroNow, leading end-to-end UX research, journey mapping, wireframing and high-fidelity prototyping and earning unanimous stakeholder approval.

NextGen Fundraising

Digital Marketing and Design Intern (Remote)

Madison, WI

Jun 2024 – Oct 2024

- Conducted and presented a full UX audit and designed a microsite concept through client interviews, competitor analysis, stakeholder research, and wireframing to enhance site navigation and accessibility.
- Designed digital assets and managed LinkedIn strategy, increasing impressions by 265% and reactions by 365%, strengthening brand visibility and engagement.

Schloss Visual Reasoning Lab

Visual Perception and Cognition Research Assistant

Madison, WI

Jan 2024 – May 2025

- Conduct and analyze visual reasoning experiments by examining user behavior, color associations, and generative AI to uncover insights into best practices for intuitive visualization and design.

Wisconsin Alumni Student Board (WASB)

Marketing Chair

Madison, WI

Sept 2024 - Present

- Lead marketing strategy for All-Campus Party, the nation's largest cost-free student celebration, coordinating digital, print, and campus-wide email campaigns with 1000+ students in attendance.

SKILLS & TOOLS

UX/UI Design · User Research · Data Analysis · Journey Mapping · Wireframing · Information Architecture · Prototyping · Accessibility · Presentation · HTML/CSS/JavaScript · Figma · Framer · Asana · Adobe CC (Illustrator, Photoshop, XD)