

Nadia Theders

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Relevant Work Experience

Lead UX Designer

Michigan State University | East Lansing, MI

Jan. 2025 - Jan.2026

- Directed a team of 3 in developing a user-centered web project, delivering 15+ wireframes and prototypes on schedule by conducting competitive analysis, mapping user journeys, and overseeing HTML/CSS implementation.
- Managed direct client communication to define project goals, gather feedback, and ensure alignment throughout each project phase.
- Created and maintained a structured project timeline, coordinating tasks, delegating responsibilities, and facilitating weekly check-ins to track progress and meet deadlines.

UX Designer

VIM Magazine | East Lansing, MI

Apr. 2023 - Dec.2025

- Collaborated with a multidisciplinary team of 10 designers and developers to relaunch the VIM website, integrating accessible navigation and design features that generated 50,000+ user interactions.
- Conducted 20+ research initiatives to uncover audience needs and preferences, translating insights into strategic design decisions that improved usability and user satisfaction.

UX Designer

Michigan State University | East Lansing, MI

Oct. 2024 - Mar.2025

- Designed wireframes, user flows, and interactive prototypes in Figma, refining information architecture through iterative usability testing with clients.
- Conducted user research to map user journeys, synthesizing insights into design iterations that achieved 90% client satisfaction and improved navigation.

Lead UX Designer

Blush Skin & Beauty | Lansing, MI

Jun. 2024 - Aug. 2024

- Led a 3-month UX design process for a beauty company, creating a site optimized for smooth booking and navigation.
- Developed a low-fidelity prototype and translated it into a fully functional website on Square.
- Conducted comprehensive user research, applying insights to create a website that aligned with both client objectives and user needs.
- Applied inclusive design practices throughout the design process, ensuring the booking experience was accessible and intuitive for diverse user groups.

Relevant Industry Associations

Co-Founder & Head of Marketing for MSU Designathon

Oct. 2024 - Mar. 2025

- Led a team of 5 to build a unified cross-platform design system with accessibility guidelines, ensuring consistent visual language across 200+ branded assets.
- Co-organized MSU's first 24-hour design sprint conference, securing \$7,000 in sponsorships from 20+ organizations and engaging 200 students across 7 universities and 30 majors.
- Boosted team efficiency and engagement by 50% through a structured communication plan, generating 30,000+ interactions across platforms and enhancing overall collaboration.

Skills

Research & Strategy: UX Research, User Personas, Competitive Analysis, A/B Testing, Information Architecture

UX/UI Design: Wireframing, Interaction Design, Accessibility, Human-Centered Design, Prototyping, Ideation

Tools & Platforms: Figma, Adobe Creative Cloud, WordPress, Shopify, Square, Microsoft Suite

Technical: HTML/CSS, Xcode, Playgrounds, Gen- AI

Languages: English & Spanish

Education

Michigan State University

B.A. of User Experience Architecture & Entrepreneurship Innovation Business