HANA VAID

EXPERIENCE

NORDSTROM 10/22 - 02/25
UX CONTENT DESIGNER(ACCOUNT, POSTPURCHASE COMM, POINT OF SALE)

- Co-developed (with the Head of Content Design) comprehensive content templates and generative responses for AI tools used in digital experiences -which accounts for **5 billion dollars** in sales.
- Designed One Time Password (OTP) experience during user sign in -**the first of its kind in USA**- across mobile, web and app experience; resulting in **83%**increase in authorized user sign in and **60%** increase in account creation rate.
- Spearheaded strategic point of sale (POS) update -which involved introduction of **six** new usability features (price matching, consent requests, inventory search etc), new service guidelines, rebuilding the information architecture and error resolution experiences- that is currently being deployed to **351** Nordstrom & Nordstrom Rack stores.
- Collaborated cross-functionally with internal teams (UX Designers, Researchers, Product Managers, localization teams, lawyers) to build user-centric product experiences.

MICROSOFT 03/22 - 10/22
UX WRITER (PRIVACY)

- Created content for Microsoft's privacy resources and localized language increasing accessibility across all of its products and services for over **1.4 billion users**.
- Created **20** support articles that empowered users to navigate complex data usage, sharing and storage regulations across borders (for China, United States & India).
- Used XML, improved taxonomies to optimize content organization and added **3** new privacy design principles to Microsoft's cloud based content management tool, C3.

X(TWITTER) 06/21 - 09/21
DESIGN & RESEARCH INTERN

- Developed and implemented the content strategy for TweetDeck (Twitter's updated social media dashboard) used by **15 million users**.
- Wrote multiple options for new feature descriptions, tutorial for user onboarding, toolkits and toast content that are now live on TweetDeck Preview.

QUALCOMM INSTITUTE & THE DESIGN LAB 11/19 - 10/21
COMMUNICATIONS COPYWRITER EDITOR

- Authored, ideated and produced new articles in various digital formats (emails, newsletters, social media) and content initiatives to depict how The Design Lab is at the forefront of fostering San Diego into a global innovation center.
- Tailored content to be suitable to the diverse range of the audience (**33,792** undergraduate and **9, 589** graduate students, faculty, and the global design community).

ACHIEVEMENTS

- Recipient of Upper Division Writing Award by UCSD's Sixth College for paper on "How To Fight Fast Fashion on a budget by a broke college kid - Living Life Fashionably & Sustainably". 11/19
- Published a poetry book called, Meraki. 01/17
- Among 24 students globally (and only 1 in India) whose article about education, was published in The International New York Times. 02/16

CONTACT INFO
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EDUCATION
2017- 2021
University of California San Diego
Major: Cognitive Science w/a specialization in Design & Interaction

LANGUAGES
- English (fluent)
- Hindi (fluent)
- French (elementary proficiency)
- Spanish (elementary proficiency)
- Latin (elementary proficiency)

TOOLS
- XML
- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro

SKILLS
- AI content training
- Content Design
- Data Visualization
- User Research
- Prototyping
- Visual Design
- Interactive Design
- UX Writing
- Editorial Planning
- Content Strategy
- Video Editing
- Scriptwriting
- Copywriting

INTERESTS
- Reading books (currently reading *Life as told to a Neanderthal by a Homo Sapien*)
- Listening to podcasts (currently catching up on NPR's Wildcard)
- Crochetting (current crochetting a little hat for my cat)