NINA RAO

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PROFESSIONAL SUMMARY

Digital content and UX professional with 10 years of experience across healthcare, enterprise SaaS, and government environments. Specializes in visual communication, accessibility-first design, and user-centered content for internal and external audiences. Experienced in collaborating across design, UX, and learning teams to deliver clear, well-structured digital experiences.

COMPETENCIES

Graphic Design & Visual Communication:
Adobe Illustrator, InDesign, Photoshop, Acrobat Pro; layout design, typography, visual hierarchy, infographics, process flows, information design, brand and style guide adherence, accessibility-first design (WCAG / Section 508)
User Experience & Design:
UX design, information architecture, user flows, wireframing, content design and UX writing; Storybook, UXPin, Miro
Presentation & Document Design:
Microsoft PowerPoint (advanced), slide and template design, visual storytelling, executive presentations, editable PowerPoint graphics, PDF production
Web & Digital:
HTML, CSS, JavaScript, WordPress, Drupal, responsive design, CMS-based layouts
Multimedia & Learning:
Camtasia, Cap Cut, Articulate 360, Storyline, visual learning assets, instructional graphics.
Collaboration & Optimization:
Jira, Confluence, cross-functional collaboration, design review cycles, Google Analytics, usability metrics
Certifications:
Google UX Design Certificate, Accessibility in UX, Camtasia Certified, SharePoint Essentials, Intermediate Excel, Kaggle and Google 5-Day AI Intensive, Google Analytics, Google Ads Search
Languages:
SQL, Java, HTML5, CSS, PHP, DITA XML, Markdown
Affiliations:
Women in Technology, Tech Association of Georgia, UX Design Community, Google Techmasters, ATD Learning and Development Network, OWASP

EXPERIENCE

Workday **Remote**

Senior Technical Writer, Content Strategy and UX *Nov 2024 - Present*

- Led UX content strategy for Payroll Core HCM, improving clarity and accessibility across complex workflows for global enterprise users.
- Produced clear, accessible UX content and supporting visuals that reduced user confusion and dependency on support resources.
- Developed and refined AI-enabled content systems supporting agentic features such as the Payroll Agent and Payment Elections Agent, improving self-service efficiency and reducing manual processing time by 90 percent.
- Created and governed UX copy patterns across interface text, dialog flows, in-app guidance, and error messaging to support scalable product consistency.
- Partnered with design and engineering teams to align taxonomy, terminology, and accessibility standards with WCAG 2.2 requirements.
- Implemented AI-assisted authoring workflows that reduced repetitive tasks and accelerated documentation cycles.
- Produced clear, business-ready content that improved comprehension and increased adoption of new AI-driven payroll tools.
- Established scalable documentation frameworks that improved release quality, reduced cycle time, and supported cross-functional alignment.

United Health Group **Remote**

Instructional Designer *May 2022-Nov 2024*

- Directed enterprise-wide training initiatives supporting 17K employees, improving compliance accuracy and operational performance.
  Designed and launched the Data Analytics and Insights Academy, strengthening workforce data fluency and aligning curriculum with business KPIs.
- Authored instructional documentation for the CCQ program supporting more than 100K monthly audits, improving audit readiness and performance.
- Integrated AI-driven learning solutions including Azure OpenAI and the Zenarate simulation chatbot, accelerating learner proficiency and reducing ramp time.
- Standardized learning design frameworks, program evaluation methods, and reporting dashboards used by leadership for decision-making.

Freelance **Remote**
Web Consultant and Content Designer *2014-2024*

- Redesigned websites and optimized SEO strategies that increased traffic by up to 70 percent and improved user engagement for SMB and nonprofit clients.
- Delivered UX writing, information architecture, content templates, and scalable brand systems that improved accessibility and consistency across digital channels.
- Built automation scripts and CMS workflows that reduced client maintenance time and lowered operational costs.
- Provided end-to-end digital strategy including analytics setup, content planning, and user experience improvements that strengthened online presence.

Consolidated Roles (Early Career)

- **City of Roswell** – Web Support Specialist
- **Gwinnett County Government** – Instructional Designer
- **GA Student Finance Commission** – Digital Media Specialist
- **PFS Investments (BNY Mellon)** – Financial Operations Analyst
- **Online Media Interactive / Nsight Live** – Marketing and Web Design Support

(Early experience available upon request*)

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY, Scheller College of Business **Atlanta, GA**
Master of Business Administration (MBA) *2024-2027*

- GPA: 4.0.

Georgia Gwinnett College **Lawrenceville, GA**
Bachelor of Science in Information Technology *May 2015*
Concentration or Minor: Digital Media