

Accomplished UX Software Engineer whose mission is to design and develop great product experiences for customers. Focuses on collaboration, growth, and simplifying complex business software applications for the end user. Passionate about communication, interaction and innovation. Brings valuable leadership and design skills to current role by utilizing previous experiences as a project manager, creative director, web design lead, content creator and digital marketing expert.

/ ACCOMPLISHMENTS

- Led UX process and contributed to front-end development process on a security scanning software product and product deployment software solution
- Pioneered the practice of user testing on products while taking a user-centered design approach and rapidly test and iterate designs
- Primarily used as a security scanning reporting tool, the design for the HelpSystems Security Scan was modernized, which improved efficiency and improved the experience for the customer
- Orchestrated research, UX, web design/rapid prototyping, basic front-end development (HTML5, CSS3, JavaScript/jQuery) and content strategy for Avtex website
- Designed CX (Customer Experience) Relaunch campaign which was used at CX related events
- Responsible for over \$5m of online business on Smartpress.com as the role of lead web designer and front-end developer
- Helped manage the implementation of product reviews on Smartpress.com
- Coordinated email marketing newsletter, developed email template designs and content, and responsible for distribution of all email campaigns
- State of Graphic Design infographic chosen to be featured on Adobe's social media channels
- Avid expert design blogger on Smartpress.com, technical tutorial blogger on Flywheel and personal blog
- JavaScript tutorial was the 2015 top post on Flywheel, CSS and SVG clipping and masking techniques post listed on Smashing Magazine's Web Development Reading List (#149), and Flexbox article was featured on Speckyboy (#375) and CSS Weekly (#254)
- Promoted within 8 months from Production Artist to Designer at Picture Window Books that established a career in design leadership

/ SKILLS AND STRENGTHS

- Dedicated to solving software design problems and believes that collaboration is what leads to the best solutions
- Strong sensibility of best design practices for delivery across multiple platforms and devices
- Expertise in UX software such as InVision, Balsamiq, and Adobe XD for prototyping and wireframing
- Provides clear creative direction
- Communicates constructive feedback

- Knowledge of HTML, CSS, light JavaScript/ jQuery allow for implementation knowledge and helps communicate efficiently and intuitively with engineers to ensure accurate implementation
- Well versed in IA practices across UX and the ability to take wireframes through to well crafted visual designs with supporting annotations
- Collaborates with other team members and stakeholders during the UX ideation process
- Self-directed and works well together with a variety of personalities
- Wordpress blogging and theme development
- Works with defined company style and follows brand standards
- Effectively handles multiple assignments and consistently meets deadlines

/ WORK EXPERIENCE

HelpSystems

June 2015– Current

Software Engineer I (UX): June 2015 - March 2018

Software Engineer II (UX): April 2018 - current

- Manages the UX and design of assigned projects and established UX design as the first stage of all application development, instituting a user-centered design (UCD) approach
- Finds ways to maximize the efficiency of UX in an agile process, plans work and executes against deadlines
- Translates business objectives and end-user needs into product design strategies
- Ensures that UX goals, strategy and project roadmap reflect what is defined in the user personas
- Makes strategic design and user experience decisions related to both core and new software functionality and features
- Improves product vision by designing and delivering research by translating concepts into wireframes, prototypes, and all other forms of mockups optimized for a wide range of devices and interfaces
- Builds rapid prototypes that are presented to stakeholders for early buy in on the direction of the project
- Ensures that there is UI design consistency that aligns with visual branding and product objectives
- Develops, documents and employs UI best practices and interaction patterns that guide development team in building clear, efficient, and consistent user interface elements
- Delivers design assets, UX visuals, and assists in the front-end implementation of web-based software applications
- Utilizes front-end HTML, CSS, and JavaScript to build new product features
- Passionate about UX, regularly attends technology meetups and other networking events

Avtex

January 2014 – June 2015

Digital Designer

- Responsible for the process of research, UX, web design/rapid prototyping, basic front-end development (HTML5, CSS3, javascript/jquery) and content strategy for Avtex website and other micro sites
- Overhauled the Avtex corporate site to optimize the user experience
- Made style guide to define UI elements for website design consistency
- Created and maintained the Avtex brand standards document and ensured that all digital assets were accurate, relevant, and reflective of the Avtex brand standards
- Managed website content and corporate communication material
- Ongoing design and development of website content
- Focused on the customer experience and provided an exceptional experience on multiple devices
- Designed and developed marketing campaigns in multiple channels: website, email and print

Smartpress.com

July 2011 – January 2014

Lead Web Designer and Creative Director

- Mapped and outlined the website's structural content including, landing page additions, help create content, and new product offerings
- Developed and executed A/B tests with Google Website Optimizer and Visual Website Optimizer to improve the user experience and improve site conversion
- Created visual design, template structure and develops new site products and pages. Worked within CMS to continuously improve the theme
- Point of contact for marketing team, bloggers and PR contact. Generated content, implemented press room and developed press release strategies

Thomson Reuters FindLaw (Contract)

April 2011 – July 2011

Web Developer

Print and Publishing Design

October 2004 – April 2011

J.J. Keller, Capstone Publishers (Graphic Designer/Senior Graphic Designer), and ABDO Publishing (Senior Graphic Designer).

 Read more: <http://www.linkedin.com/in/abbeyfitzgerald>

Testimonials:

"I worked as Abbey's art director from 2006-09. During that time Abbey brought a distinct creative style to her design assignments. She was an integral part of the design team with her strong work ethic and wonderfully positive attitude. This allowed her to collaborate very effectively with everyone involved in the projects she was working on.

In addition to her general duties, Abbey was more than willing to take on other projects as needed. She brought a high degree of quality to all of her work while meeting multiple projects deadlines. Her professional design ambitions will be a strong asset to any company she chooses to work with."

Nathan Gassman, Capstone Publishers

"Abbey goes above and beyond and comes up with creative design solutions. Her concepts are strong as well as her project execution. Work is done on time and she is eager to take on new challenges. She is a pleasure to work with."

Angela Kilmer, VoyageurWeb

"Abbey is the full package. Her intrinsic knowledge of design best practices meet effortlessly with her passion for the field and communicating effectively."

Kate-Madonna Hindes, GirlmeetsGeek