

Accomplished Senior User Experience Designer whose mission is to design and develop a high-quality product experience for customers. Focuses on collaboration, growth and simplifying 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.

/ **TOP ACCOMPLISHMENTS**

- Improved the U.S. Bank banking experience by designing a brand new cash back deal and installment lending program that provides savings and an engaging experience for the customer
- Created a custom reporting experience for educators and parents with easy-to-interpret visual student data to view learning progress within Edmentum's Exact Path
- Led UX effort and contributed to the front-end development process on the HelpSystems Security Scan application which improved the customer's security and customer experience
- Orchestrated research, UX, web design/rapid prototyping, basic front-end development (HTML5, CSS3, and JavaScript) and content strategy for Avtex website
- Responsible for over \$5m of online business on Smartpress.com as the role of lead web designer and front-end developer
- State of Graphic Design infographic chosen to be featured on Adobe's social media channels
- 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)

/ **SKILLS AND STRENGTHS**

- Dedicated to solving UX design problems and believes that collaboration is what leads to the best solutions
- Works within a design system and follows brand standards for a consistent experience across multiple platforms and devices
- Expertise in UX software such as Figma, Sketch, Adobe XD and InVision for wireframing and prototyping
- Provides clear design direction and communicates constructive feedback as UX lead
- Self-directed and enjoys collaborating with team members and stakeholders to ensure product is easy to use for the end user
- Knowledge of HTML, CSS, and light JavaScript allows 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
- Effectively handles multiple assignments and consistently meets deadlines
- Passionate about UX, regularly attends technology meetups and other networking events
- Technical tutorial and UX blogger (UserZoom, Flywheel and personal blog)

/ WORK EXPERIENCE

U.S. Bank

April 2020 – Current

Senior User Experience Designer | Assistant Vice President

- Embraces the UX process, collaborates with large teams when presenting designs and requirements to various stakeholders
- Designs with a holistic mindset by considering architecture, usability, accessibility and business needs throughout the UX design process
- Utilizes data and user research to inform design decisions and advocates on behalf of the customer's best interest for new and updated features
- Consults with the cross-functional team throughout design, development, testing and release rollout to ensure designs are understood, implemented and communicated appropriately
- Prioritizes accessibility when designing customer-centric interface designs that fit the needs of the market and all users who consume the experience
- Synthesizes feedback from peers, business partners and customers with an informed point of view when advocating for the best solution
- Presents and communicates concepts, designs and prototypes to cross-functional partners
- Translates concepts into wireframes, prototypes and other visual artifacts that serve as deliverables for the development team
- Develops and delivers well-documented, high-fidelity visuals that accurately represent U.S. Bank's brand and aligns with the company's design system
- Animates with CSS when creating interaction design concepts with the curiosity and willingness learn about the technical details
- Eagerness to innovate and learn from team members and customers with different ideas, backgrounds and perspectives

Edmentum

April 2019 – April 2020

Senior User Experience Designer

- Worked closely with the educational technology product team to improve the Exact Path educator experience
- Created compelling, branded, high-fidelity product prototypes and presented design concepts to key project stakeholders
- Conducted interviews, surveys and other user research methods to discover key insights
- Synthesized user research and usability testing results to iteratively validate and improve the Exact Path product to ensure a quality educational experience for both the educator and students
- Actively collaborated as part of an agile team to ensure that designs were feasible and implemented accurately
- Contributed to a design system and developed and maintained detailed user interface specifications
- Defined user personas and mapped user journeys
- Advocated for accessible experiences according to the Web Content Accessibility Guidelines (WCAG)

HelpSystems

June 2015 – April 2019

UX Software Engineer I: June 2015 – March 2018

UX Software Engineer II: April 2018 – April 2019

- Managed the user experience of assigned projects and established UX design as the first stage of all application development, instituting a user-centered design (UCD) approach
- Maximized the efficiency of UX in an agile process, planned design work and executed against deadlines
- Ensured that UX goals, strategy and project roadmap reflected what was defined in the user personas
- Made strategic design and user experience decisions related to both core and new software functionality and features
- Improved product vision by designing and delivering research when translating concepts into wireframes and rapid prototypes for early buy-in on the direction of the project
- Developed, documented and employed UI best practices and interaction patterns that guided development team to build clear, efficient and consistent user interface elements
- Delivered design assets, UX visuals, and assisted in the front-end implementation of web-based software applications
- Utilized front-end HTML, CSS, and JavaScript to build new product features
- Moderated user testing to validate the effectiveness of interface designs

Avtex

January 2014 – June 2015

Digital Designer

- Responsible for the process of research, UX, web design/rapid prototyping, basic front-end development (HTML5, CSS3, and JavaScript) 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
- Designed and developed marketing campaigns in multiple channels: website, email and print

Smartpress.com

July 2011 – January 2014

Lead Web Designer and Creative Director

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)

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