

Accomplished Lead Product Designer with over a decade of experience specializing in the Fintech sector, enhancing customer interactions with credit cards, including virtual cards. My diverse background spans the EdTech, IT, and printing industries, where I have consistently created solutions that are not only useful and usable but also enjoyable for users.

/ **TOP ACCOMPLISHMENTS**

- Added key virtual card information to the payables experience, resulting in a 13% decrease in support contacts month over month at BILL
- Improved the U.S. Bank online banking experience by designing a brand new installment lending program that provided cost savings and an engaging experience for the customer, which exceeded the sales target of 50 million after launch (with continued growth)
- Led the design effort for a new U.S. Bank secured credit card experience that allows users to gain insight into the credit-building process and the opportunity to get their first traditional credit card
- Created a customizable reporting experience for educators and parents with easy-to-interpret visual student data to view learning progress within Edmentum's Exact Path product
- Guided and contributed to both the design and front-end development process for Fortra's Security Scan application, which improved the customer's data security and served as a top sales tool for lead generation

/ **WORK EXPERIENCE**

BILL

July 2022 – Current

Lead Product Designer (Virtual Card)

- Guides project decision-making with a data-driven design approach for an updated invoice upload design, which increased uploads by 20% (often helps troubleshoot vendor virtual card payment-related issues)
- Researched key touchpoints in the “make a payment” journey and identified opportunities for the customer to enter more information to help their vendors process their virtual card payments, resulting in a 10-15% increase in processing rates and successful transactions
- Added key virtual card information in the payables product experience to reduce friction and improve customer awareness and retention
- Created experience guidelines and framework for tracking, redeeming, and educating customers about BILL rewards offerings
- Plans and facilitates initiative-based group workshops to encourage collaboration, design thinking, and ideation across the project team
- Co-led a cross-functional effort to streamline credit card art visuals across the BILL application for a cohesive customer experience

U.S. Bank

April 2020 – July 2022

Senior User Experience Designer | Assistant Vice President

- Designed and launched a cash-back program for credit card holders at U.S. Bank, enhancing customer experience and driving additional revenue for U.S. Bank
- Led the design effort to introduce in-product rewards information for the Altitude Credit Card product line, improving the awareness and utilization of credit card benefits
- Introduced representational card art (with usage guidelines) into the online banking experience as the design lead, developing a new API to centralize and retrieve card art, resulting in significant savings in design and development time
- Embraced the UX process, collaborating effectively with large teams to present designs and requirements to stakeholders, demonstrating eagerness to innovate and learn from team members and customers with varied backgrounds and perspectives
- Focused on a cohesive design strategy across the online banking web application, iOS, and Android experiences by considering architecture, usability, accessibility, and business needs throughout the UX design process
- Presented and communicated concepts and synthesized feedback from peers, business partners, and customers with an informed point of view while advocating for the best solution
- Consulted with cross-functional teams throughout the design, development, testing, and release rollout phases to ensure clear understanding, implementation, and communication of designs
- Developed and delivered design and accessibility documentation along with high-fidelity visuals that accurately represent U.S. Bank's brand and aligned with the design system
- Prioritized accessibility when designing customer-centric interface designs that fit the needs of the market and all users
- Collaborated as a member of the animation project team to add animation to the U.S. Bank experience and demonstrated how to utilize CSS to create interactive animation concepts

Edmentum

April 2019 – April 2020

Senior User Experience Designer

- Regularly connected with educators and worked closely with the educational technology product team to improve the Exact Path educator experience based on educator feedback
- Conducted interviews, surveys, and other user research methods to discover key insights, define user personas, and map user journeys
- Interpreted usability study results to iteratively validate and improve the Exact Path product to ensure a quality educational experience for both educators and students
- Created compelling, branded, high-fidelity product prototypes and presented design concepts to key project stakeholders
- Contributed to a design system and developed and maintained detailed user interface specifications
- Advocated and documented updates for accessible experiences according to the Web Content Accessibility Guidelines (WCAG)

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
- Ensured that UX goals, strategy, and project roadmap reflected what was defined in the user personas
- Moderated the user testing process to validate the effectiveness of interface designs
- 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 the development team to build clear, efficient, and consistent user interface elements
- Utilized front-end HTML, CSS, and JavaScript to build new product features, assisted in the front-end implementation, and fixed design-related issues

Prior to Product Design and UX

October 2004– June 2015

Worked in various digital/web design and publishing roles

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

/ 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 design and user testing software such as Figma, Sketch, Maze, and UserTesting
- Provides clear design direction and communicates constructive feedback as the UX Lead
- Self-directed and enjoys collaborating with team members and stakeholders to ensure the product is easy to use for the end user and aligns with business goals
- 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 Information Architecture (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