

Abbey Smalley

AbbeySmalley@gmail.com

UX & DESIGN DIRECTOR

www.AbbeySmalley.com



SUMMARY

Experienced professional seeking user-focused creative challenges to apply leadership abilities, user experience expertise, design skills, project management, and relentless drive for success to develop cutting-edge, user-friendly, engaging and results driven experiences. Strong relationship building and communication skills conducive to working with cross-functional teams to deliver projects on time and under budget. Proven graphic design, and presentation skills. Team player who thrives on creative challenges, open communication, and working closely with colleagues and clients. Described by others as a self-starter, resilient work ethic, reliable, creative thinker, detail oriented and fast learner. Visionary who can quickly identify solutions and order priorities.

SOFTWARE

Axure, Photoshop, Adobe Illustrator, Web site content management systems (CMS), Basecamp, Rally and various forms of project management tracking tools, Excel, Webtrends and Bazaarvoice (Ratings and Reviews Software). Familiar with basic HTML, Dreamweaver, Coremetrics, and Google Analytics. Able to work on Macintosh or PC. Proficient in MS Office.

PROFESSIONAL EXPERIENCE

User Experience & Interaction Design Director at Optum / United Health Group Aug 2013 - Present
Eden Prairie, Minnesota

- Manage a cross-functional team for the UX Design Studio (UXDS) group within Optum. Team members managed include UX Designers, Visual Designers and Content Writers.
- Iteratively creating and refining low to mid-fidelity wireframes and interactive prototypes for the information architecture, navigational models, process flows, page layout, information displays, and interactive components based on user research
- Design visually-stunning and easy to use digital experiences that build the company's brand and drive the next generation of portals, applications and web properties.
- Operate in a Lean UX / Agile Environment (Certified SCRUM Master)
- Facilitate Design Studio Workshops with project teams to solidify requirements and expected outcomes
- Conduct Usability tests to validate designs and user flows. Translate results into actionable next steps.
- Partner closely with Stakeholders, Product Owners, Front End and Back End Development teams
- Focus on multi device solutions (Mobile, Tablet and Desktop – Including Responsive and Fluid solutions)
- Experience working collaboratively with on-site and remote team members
- Driving organizational change around the importance of "Experience First" thinking within Optum.

Lead User Experience Designer / Architect at Perficient Jan 2012 - Aug 2013
Minneapolis, Minnesota

- Contribute to the user experience vision and strategy of the Perficient XD team, while following a user-centered design process
- Mentor Jr level employees and set best practice standards for the Strategy and Ideation team
- Represent the company through presentations, client facing interactions, and final review of deliverables for quality assurance
- Planning and conducting necessary design studio workshops and user research to support design decisions
- Iteratively creating and refining low to high-fidelity wireframes for the information architecture, navigation, process flows, page layout and interactional components based on user research. This includes mobile and online interactive experiences.
- Defining patterns to maintain consistency across the application and for future developments
- Author Business Requirement Documents and User Scenarios for final interaction design and alternate flows

eHub Online Design & Usability Lead at 3M

Nov 2010 - Jan 2012

Saint Paul, Minnesota

- Usability Designer for 15-20 Consumer and Office brand websites. Includes redesigns, site enhancements and new mobile and interactive experiences. Brands include Post-it® Brand, Scotch® Brand, and ACE™.
- Developed wireframes and style guides for various websites and 3M's brand new mobile presence for 15+ mobile sites/brands. Developed strategy to also be used for replication, globally.
- Drive design and user experience best practices and communicate creative intent with key stakeholders. Propose and design assets for multivariate testing recipes with consumer experience and usability in mind through visual mock-ups and industry examples.
- Advocate of brand guidelines and standards, ensuring that brand positioning, creative look-and-feel and key messages support the brand. Create new standards for Mobile web to be replicated for consumer and office brands in the US and globally.

Ecommerce Site Operations and Design Specialist at Select Comfort

Oct 2007 - Nov 2010

Plymouth, Minnesota

- Led creative direction and design for overall look and functionality of corporate, consumer-facing web sites (sleepnumber.com).
- Designed user friendly, online promotions. Responsible for usability testing and interpreting results.
- Increased accessory attachment rate from 70% to 96% through design changes.
- Developed data-driven e-mail marketing campaigns, which result in a monthly average of \$95,000 in online sales.
- Provided creative and functional development for significant site redesign and transfer to new e-platform.
- Simultaneously maintained "old" and new web sites. Instrumental in developing site transition plan.
- Responsible for the project management and execution of corporate business initiatives and new site functionality.
- Team player and leader for cross-functional teams including marketing, retail, IT, PR and outside agencies.
- Oversee and direct daily responsibilities for online marketing interns.

Junior Art Director at Hot Dish Advertising

2006 - 2007

Minneapolis, Minnesota

- Responsible for creative process and execution of print and digital projects for clients such as: Coke, Hallmark, Edible Arrangements, Regis Hair Corporation and Buffalo Wild Wings.
- Collaborated with Designers, Copywriters, Creative and Art Directors.
- Presented initial ideas and final creative concepts to clients.

Graphic Designer at The Design Center and Centertainment Productions

2004 - 2006

University of Wisconsin-Stevens Point

PROFESSIONAL ORGANIZATIONS

Interaction Design Association (IXDA) Leadership Committee Member	2012 - 2014
Toastmasters International, Communication and Leadership Development	2009 - 2014
Minnesota Interactive Marketing Association (MIMA) Member and Blogger	2007 - 2014
World Organization of Webmasters (WOW) Executive Committee Member	2010 - 2013
American Institute of Graphic Arts (AIGA)	2005 - 2013

EDUCATION

University of Wisconsin-Stevens Point
Bachelor of Fine Arts degree, Graphic Design emphasis, Magna cum laude

May 2006