

# Abbey Smalley

AbbeySmalley@gmail.com

PRODUCT DESIGN DIRECTOR

www.AbbeySmalley.com



## SUMMARY

Product Design Leader passionate about solving problems through user experience, design and strategy tactics to develop cutting-edge, user-friendly and results-driven digital experiences. Proven UX, graphic design, product management, communication, mentorship and strong presentation skills. Thrives on open communication and working closely with partners and other creative thought leaders. Described by others as a servant leader, self-starter, reliable, creative thinker, detail-oriented and fast learner. Able to work jointly with creative, product and development partners to ensure the whole team comes along for the journey and that the UX team is aligned with business goals and what the development teams can execute. Visionary who can quickly identify solutions and order priorities.

## PROFESSIONAL EXPERIENCE

### **Product Design Director of In-Store & Supply Chain at Target** | Minneapolis, MN | July 2017 - Present

- Established a product design presence and set vision for digital experiences serving Target team members as well as omni-channel digital integration for guests in-store related to point of sale, returns and exchanges.
- Identified and activated value-add opportunities for innovation within Target's omnichannel ecosystem.
- Coach Product Designers to continually experiment through product discovery, with both next generation ideas and optimizations in support of Target's business strategies.
- Keep a pulse on data, both qualitative and quantitative as well as using industry benchmarking and emerging trends to track Target's performance and potential.
- Influence the business and technology strategy and experience creation by representing the voice of the guest and Team Member, and by providing insight regarding best practices.
- Surface risks and interdependencies, projects and systems and work with partners to identify and implement plausible solutions/contingency plans.
- Constructively challenge current thinking across the enterprise, pushing boundaries and driving change that delivers user-centric experiences.
- Recruit, hire and mentor world-class UX talent that exceed expectations of product and business partners and leadership.
- Prioritize UX resources and the work they're involved in, placing team members into product teams and on initiatives that complement their skills, career ambitions and growth opportunities.
- Continually coach UX team members on tactical design skills, soft skills and growth within their careers.

### **User Experience & Interaction Design Director at UHG / Optum** | Minneapolis, MN | Aug 13 - July 17

- Manage a cross-functional team for the Interactive Design Services group within Optum.
- 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
- Leading the iterative creation of process flows, wireframes and low to high-fidelity prototypes based on user-driven feedback and research
- Operate in a Lean UX / Agile Environment
- Facilitation of Design Studio Workshops with product teams to create alignment, solidify problems being solved, requirements and expected outcomes
- Lead and conduct Usability tests to validate solutions. 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 adaptive)
- Experience working collaboratively with on-site and remote team members

### **Lead User Experience Strategist at Perficient** | Minneapolis, MN | Jan 2012 - Aug 2013

- Client industry list includes: Financial, Healthcare, Fitness, Transportation, Retail and Restaurants
- Contribute to the user experience vision and strategy of the Perficient XD team, while following a user-centered design process. Role mixed leadership and active practitioner
- Facilitated Design Studio Workshops
- Planning and conducting necessary user research to support design decisions
- Iteratively creating wireframes and low to high-fidelity interactive prototypes for the information architecture, navigational models, process flows, page layout, information displays, and interactional components based on user research
- Visual Design includes Mobile, Tablet and Online interactive experiences
- Defining patterns to maintain consistency across the application and for future developments
- Documenting business requirements to transition UX and design work to development and implementation

### **eHub Online Design and Usability Lead at 3M** | St Paul, MN | Oct 2010 - Jan 2012

- Usability Designer for various new websites, redesigns, and new mobile and interactive experiences.
- Drive design best practices and communicate creative intent with key stakeholders through visual mock-ups and industry examples.
- Represent consistent brand promise and brand voice in all Consumer and Office website creative designs.
- Design various banners, web pages, digital assets for use online (e.g. Websites, email, social media, etc.).
- Design website assets for multivariate testing recipes with consumer experience and usability in mind.
- Liaison with tech leads for site enhancements on 15-20 brand websites.
- Partner with teams in United States and in key international countries to deliver creative digital assets globally.

### **Ecom Site Operations and Design Specialist at SleepNumber.com** | Plymouth, MN | Oct 2007 - Nov 2010

- Led creative direction and design for overall look and functionality of corporate, consumer-facing web sites
- Designed user friendly website flows and online promotions.
- Developed data-driven e-mail marketing campaigns
- Responsible for managing online production budget and negotiate pricing for vendor support.
- Provided creative and functional architecture development for significant site redesign
- Responsible for the project management and execution of business initiatives and new site functionality.
- Oversee and direct daily responsibilities for online marketing interns and vendor partnerships.

### **Junior Art Director at Hot Dish Advertising** | Minneapolis, MN | 2006-2007

### **Graphic Designer at The Design Center** | Stevens Point, WI | 2004-2006

## PROFESSIONAL ORGANIZATIONS

Interaction Design Association (IXDA)   Leadership Committee Member	2012 - 2016
Toastmasters International, Communication and Leadership Development	2009 - 2016
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

<b>University of Wisconsin-Stevens Point</b> BFA with a Graphic Design emphasis   Magna cum laude	May 2006
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