ABBEY SMALLEY

PRODUCT DESIGN & OPERATIONS LEADERSHIP

CONTACT

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SKILLS

User Experience Design (15 yrs)

People Management (10 yrs)

Creative Leadership

High Business Acumen

Strategy & Prioritization

Community Building

Design Operations

Program Management

Problem solving

Communication & Presenting

Workshop Facilitation

Mentorship & Career Coaching

EDUCATION

Bachelor of Fine Arts & Digital Design

University of Wisconsin, Stevens Point
Graduated May 2006
Magna cum laude

SUMMARY

I am a Product Design Leader that leverages my UX experience, business acumen, operational excellence and community building skills to solve problems with a user-centered approach in order to develop cutting-edge, usable and results-driven experiences that people love. Described by others as an empathetic servant leader, trust earner, detail-oriented and a fast learner. Experienced in leading hybrid teams across time zones, standing up new design practices as well as iterating on existing ones to improve process efficiencies, prioritization, product results and team satisfaction. Visionary who can quickly identify underlying problems and guide the team towards ideal solutions.

EXPERIENCE

HEAD OF DESIGN PROGRAMS | COMPANY WIDE

Amazon | Aug 2021 - Present

As the head of Amazon Design Programs, my charter is to build programmatic engagements that foster creativity, intellectual curiosity, brand awareness and community building amongst design leadership inside and outside of Amazon.

- Partner with peers on the Design Leadership Council to set and deliver strategies that enable Amazon to become the top destination for design.
- Managed our Design Maturity initiative pilot and its implementation at scale.
- Led and delivered through different channels that include events (30 per year), creating and amplifying content for brand awareness and reputation focused research studies that inform our future initiatives.
- Career Highlight: Responsible for standing up Amazon Design's first LinkedIn presence and strategy that has gained 15K+ followers, an engagement rate of 5.1% (very high) and 3 million+ impressions in the first 4 months.

HEAD OF PRODUCT DESIGN FOR QUICKSIGHT

Amazon | Nov 2020 - Aug 2021

Amazon QuickSight is a cloud-based business intelligence (BI) service that leverages Machine Learning to deliver easy-to-understand insights to the people. I led Design strategy and prioritization for several data analytics platforms.

- Led a team of 30+ Product (UX) Designers, Researchers, Visual Designers, Design Techs and Content Writers. Manager of Managers, reporting to our VP of BI and Analytics. Hired 50% of the team within 6 months time, and had a 4.8 manager satisfaction score (out of 5).
- Established the teams first UX metrics, Design System and Design Ops practice that drove a culture of user-centered development and efficiencies across our products to increase UX influence in cross-functional decisions.
- Launched 56 new capabilities in less than a year, that by mid-year were utilizing our newly established processes to ensure priority for our users and business, usability validation and design system consistency.
- Career Highlights: Launched Project Q which is focused on democratizing data into answers for a wide span of users. Showcased at re:Invent, 2021 with the first pilot being launched in partnership with the NFL. Also contributed to the vision and first iteration of DataZone, a new data ecosystem launched in 2022.

EXPERIENCE (CONTINUED)

PRODUCT DESIGN DIRECTOR OF ENTERPRISE: SUPPLY CHAIN, DATA SCIENCE & IN-STORE EXPERIENCES

Target | July 2017 - Oct 2021

- Established Target's first Enterprise Product Design team (a team of 30+ Product Design, Service Design, Visual Design and Researchers with a portfolio of 300+ products) and set vision for our omni-channel digital experiences. This included creating products that were utilized by 300K+ Target team members (Supply Chain, Data Science and In-Store) as well as omni-channel integration for guests in-store related to returns and exchanges and point of sale (POS) which included Target Self Check out, Employee and Starbucks Registers.
- Set UX priorities for our Enterprise portfolio by developing a prioritization framework, embedding product designers into product teams or on initiatives that complemented their skills, career ambitions and growth opportunities. Constructively challenged legacy thinking across the enterprise, pushing boundaries and driving change that delivered user centered experiences.
- Recruited and hired 76% of my team and mentored world-class design talent. Coached team in relation to their approach, methodologies, optimizing results and tactical design skills, soft skills and growth within their careers.
- Surfaced the voice of the guest and Target Team Member through qualitative and quantitative data, ethnographic research and industry trends to influence business and technology direction. Identified risks, interdependencies, projects and systems to recommend and implement plausible solutions and contingency plans.
- Result Highlights: Redesign of store applications resulted in a 14% increase in task list completion and $6 million yearly cost savings.
- Career Highlights: Establishing the Enterprise team, contributing to the Enterprise Design System, creating and launching the Design Advocates program that helped scale design thinking in orgs that our team was not able to fully prioritize which empowered a new self-service model.

USER EXPERIENCE & INTERACTION DESIGN DIRECTOR

United Health Group (UHG) and Optum | Aug 2013 - July 2017

- Hired 100% of the staff and managed a cross-functional team within Optum (20+ Product Design, Visual Design, Content Writers and Researchers)
- Designed award-winning (A'Design Award for Accessibility Design & W3 Award for best in show) and easy to use digital experiences that built the company's brand and drove the next generation of portals, apps and websites
- Led and established best practices for the iterative creation of process flows, wireframes and low to high-fidelity prototypes based on user-driven feedback and research while operating in an agile environment
- Facilitated ideation sessions and Design Sprints with product teams to create alignment, solidify problems being solved, requirements and expected measurements and outcomes
- Led and conducted Usability tests to validate direction. Translated findings into insights and actionable next steps.
- Partnered closely with Stakeholders, Product Owners, Program Managers, Front and Back End Development teams
- Focused on multi-device solutions (Mobile, Tablet and Desktop – including adaptive)
- Experience working and leading inclusively with on-site and remote team members
- Result Highlights: Redesign of OptumRx app resulted in 4.5 minute time on task reduction for orders, 12 point improvement in usability (SUS) score, a 19% reduction in call volume and a $600 Million increase in yearly revenue from improved home delivery enrollment conversion.
- Career Highlights: Winning 4+ Design Awards for the Optum.com (B2B) and OptumRx (B2C) app redesign

Lead User Experience Strategist | Perficient (Consulting Agency) | Jan 2012 - Aug 2013

eHub Online Design and Usability Lead | 3M | Oct 2010 - Jan 2012

Ecom Site Operations and UX Designer | Sleepnumber.com | Oct 2007 - Oct 2010

Junior Art Director | Hot Dish Advertising | Aug 2006 - Sept 2007

Graphic Designer | The Design Center | 2005 - 2006