

Abbie Jasinski

Product Designer
New York, NY

CONTACT

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EXPERIENCE

Thirty Madison, Cove

Product Designer (contract) • Sept 2021 - Current

- Designed various user flows to optimize the conversion funnel experience
- Worked cross-functionally to determine logic that better enhanced the user experience
- Conducted discovery research to better understand user pain points and usability issues

LexisNexis

Associate UX Researcher & Designer (contract) • Jan 2021 - Aug 2021

- Plan and conduct qualitative and quantitative research efforts to uncover user needs
- Perform analysis and propose recommendations for which user problems to solve
- Translate findings into artifacts for stakeholders (slide decks, research reports, and insight reels)

General Assembly

Instructional Associate, UXDIR • Jun 2020 - Jan 2021

- Assisted in facilitating, planning, and teaching the UX Design Immersive cohort
- Mentored students in UX Design, design trends, and professional development
- Co-taught lessons and activities focused on UX research and design

Pie for Providers

UX/UI Designer Volunteer • May 2020 - Aug 2020

- Translate concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences
- Collaborate with other team members and stakeholders
- Identify design problems and devise elegant solutions

Prior experience includes 5 years in Sales, Customer Service, and Marketing in property management and hospitality industry.

SKILLS

Usability Testing
User Interviews
Wireframing
Prototyping
Information Architecture
Task Analysis
Journey Mapping
Problem-solving

TOOLS

Figma
Qualtrics
Tetra Insights
Sketch
Adobe XD

EDUCATION

General Assembly

UX Design Immersive

Indiana University Northwest

BS, Elementary Education

OTHER ACHIEVEMENTS

UX Result Design Hackathon

Finalist, Dec 2020