

Abbie Jasinski

Senior Product Designer

www.abbiejaskinski.com

EXPERIENCE

Thirty Madison

Senior Product Designer

Feb 2024 - Present - New York, NY

- Led the Nurx replatforming project, redesigning patient-facing experiences across 15 service lines, leading to enhanced patient engagement and seamless integration with platform infrastructure.
- Established and maintained a source of truth documentation system, improving cross-team communication and reducing QA resolution time by streamlining clarifications.
- Designed end-to-end solutions for Labs and Dashboard Notifications, enhancing patient workflow efficiency and reducing friction in care processes.

Product Designer

Sept 2021 - Feb 2024 - New York, NY

- Conducted user research for high-acuity care, influencing the launch of a new fee-for-service dermatology model, expanding patient access to specialized care.
- Partnered with marketing and business teams on conversion funnel testing, optimizing key touchpoints and improving user engagement.
- Designed an intuitive end-to-end user flow for an insurance partnership, simplifying patient onboarding and improving accessibility for Cove customers.

LexisNexis

UX Researcher & Designer

Jan 2021 - Aug 2021 - Remote (Contract)

- Conducted in-depth user research to analyze large law litigators' workflows, producing a detailed journey map that identified pain points and guided product strategy improvements.
- Led usability testing for contract-related features, uncovering key usability barriers and providing actionable insights that shaped product enhancements, leading to improved user satisfaction.
- Created and presented data-driven research reports and strategic insights, equipping stakeholders with clear priorities for product development and investment.

Pie for Providers

UX/UI Design Intern

May 2020 - Aug 2020 - Remote

- Partnered with a senior designer to identify key usability challenges and implement design solutions, leading to a more intuitive and accessible product experience.
- Performed a comprehensive UX audit and analysis, generating insights that directly refined product functionality and improved user engagement.

General Assembly

Instructional Associate, UXDIR

June 2020 - Jan 2021 - Remote

- Facilitated and co-led UX Design Immersive courses, supporting curriculum development and student engagement.
- Mentored students in UX Design, guiding them through portfolio development, design trends, and career growth strategies.
- Co-instructed hands-on UX research and design workshops, helping students build practical skills through real-world projects.

CONTACT

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Brooklyn, NY

SKILLS

User Journeys & Flows

Usability Testing

Wireframing & Prototyping

A/B Testing & Data Analysis

Product Strategy

TOOLS

Figma

Qualtrics

Tetra Insights

Notion

EDUCATION

General Assembly

UX Design Immersive

Indiana University Northwest

BS, Elementary Education

OTHER ACHIEVEMENTS

ADPlist

Mentor

First Round Fast Track

Mentee, 2022

UX Result Design Hackathon

Finalist, Dec 2020