

Abby Salazar

DIRECTOR OF PRODUCT DESIGN

theabbyexperience@gmail.com · 646.823.6509 · Brooklyn, New York · theabbyexperience.com · linkedin.com/in/abby-salazar

SUMMARY

Product and UX/UI designer with over a decade across e-commerce, consumer apps, and brand, from startup cofounder to Director of Product Design. I own end-to-end product design: user research, usability testing, and information architecture through interaction design, design systems, and accessible, responsive UI (WCAG). I work in an AI-assisted, code-first workflow that delivers build-ready designs, and I optimize funnels with A/B testing and conversion rate optimization (CRO) to turn browsers into buyers.

EXPERIENCE

Persona Nutrition

Apr 2024 - Jun 2026

DIRECTOR OF PRODUCT DESIGN · FULL-TIME · REMOTE

Led UX/UI and product design for a personalized-nutrition e-commerce brand, owning experiences across web, mobile, and lifecycle marketing with an AI-assisted, code-first workflow from concept to build-ready handoff.

- Led an end-to-end brand and website redesign, uniting science, product, and e-commerce into one cohesive, trust-driven experience.
- Optimized the checkout flow to reduce friction and build trust, cutting drop-off by 9%.
- Designed and A/B tested email campaigns across the customer lifecycle, lifting open, click-through, and conversion rates by 50%.
- Built reusable UI components and design patterns in Figma to keep the product consistent and faster to ship.
- Partnered cross-functionally with science, marketing, and engineering, delivering code-first, build-ready designs that cut development time by 50%.
- Grounded decisions in user research, usability testing, and accessibility (WCAG).

Family Central

May 2022 - May 2024 · May - Jun 2026

UX / UI DESIGNER · CONTRACT · BOCA RATON, FL · REMOTE

Redesigned the mobile and web experience for the Family Central app, partnering with the Creative Director and engineering team to ship a cohesive, on-brand product.

- In 2026, single-handedly led a complete rebrand and end-to-end redesign using an AI-assisted, code-ready process, launching January 2027.
- Redesigned mobile and web app screens (UX/UI), improving consistency and usability across the app.
- Applied and extended the design system so every screen stayed on-brand and visually unified.
- Collaborated cross-functionally with the Creative Director and developers, delivering build-ready designs.
- Unified the app's look and feel end to end for a seamless, intuitive user experience.

The Longevity Playbook

Jul 2023 - Oct 2023

UX / UI DESIGNER · CONTRACT · REMOTE

Designed across web, email, and a consumer app for a longevity and wellness brand.

- Redesigned the entire website (UX/UI), refreshing the brand and improving clarity, usability, and conversion.
- Created email marketing campaigns for outreach and engagement, lifting open and click-through rates.
- Designed features for the consumer mobile app, contributing to a cohesive, cross-platform experience.

Elevate Digital

May 2023 - Jul 2023

UX / UI DESIGNER · CONTRACT · BROOKLYN, NY · REMOTE

Partnered with the Creative Director to design and optimize e-commerce websites for a range of agency clients.

- Revamped client projects with streamlined, user-centered UX/UI, improving usability, engagement, and overall experience.

- Designed new e-commerce website designs that strengthened brand identity and supported marketing and campaign goals.
- Optimized existing web pages and landing pages for a seamless, responsive, conversion-focused experience.
- Collaborated with the Creative Director and developers to deliver on-brand, build-ready designs across multiple client accounts.

TechGC

Jan 2022 – Mar 2022

UX / UI DESIGNER • CONTRACT • NEW YORK • REMOTE

Drove research-led design improvements that turned user pain points into a clearer, more engaging, conversion-friendly experience.

- Conducted generative and evaluative UX research, including user interviews, usability testing, competitive analysis, and a UX audit, to identify and define opportunities to improve the platform.
- Translated findings into user-centered design solutions that addressed key pain points and improved user flows, information architecture, and visual design.
- Enhanced the site's usability and aesthetics for a more seamless, intuitive user experience.

Angels' Cup

Jan 2014 – Apr 2020

CO-FOUNDER & COO • FULL-TIME • BROOKLYN, NY • ON-SITE

Co-founded and scaled a coffee subscription startup from scratch into a profitable, million-dollar business, owning product, UX, brand, and growth.

- Built a million-dollar coffee subscription business from the ground up, reaching profitability by year 3 and a successful acquisition by year 6.
- Drove continuous UX and conversion rate optimization (CRO) through user surveys, A/B testing, data and analytics, and tools like Optimizely.
- Partnered with developers to resolve pain points and ship features across a website and a coffee-tasting mobile app, delivering a seamless cross-platform experience.
- Refined packaging design, branding, and supplier partnerships, cutting costs and boosting margins by 30%.
- Built relationships with thousands of coffee roasters, helping them reach 1,000 new customers per week.

SKILLS

UX Research & Strategy, UI, Interaction & Product Design, Prototyping & AI Workflow, Strategy & Optimization, Marketing Design, Product Thinking

TOOLS

Figma, VS Code, Claude Code, Adobe Suite, WordPress, Claude Design, Gemini, SuperGrok, HeyGen, Midjourney, Braze, Google Analytics, Hotjar, Microsoft Clarity, AB Tasty

EDUCATION

UX Design Program

Career Foundry — 36-week UX immersion with UI specialization. Lean & agile design, prototyping & wireframing, user testing, research & analysis.

2020–2021

Principles of UI Design

Udemy — foundations & theory, color principles, typography.

2020

BBA, Business Administration & Management

University of Nevada, Las Vegas (UNLV)

2001–2005