



# Abby Salazar

UX/UI Designer

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## Experience

### 2022 Family Central UX/UI Designer

By partnering with the Creative Director and design team, I successfully implemented a consistent brand identity across all mobile and web screens of the Family Central app, resulting in a seamless user experience through the utilization of the efficient design system in place.

In collaboration with the development team and project managers, I redesigned the app's features on both mobile and web, streamlining the user experience and crafting a sleek, modern user interface. This effort led to a significant boost in user engagement and a vastly improved overall user experience.

### 2022 TechGC UX/UI Designer

By conducting both generative and evaluative research, as well as auditing competitors, I was able to pinpoint opportunities for improvement and formulate solutions for the platform.

I devised user experience solutions to address the current platform's pain points, enhancing the website's flow and aesthetics.

### 2014-2020 Angels' Cup Cofounder/COO

I built a successful, one-of-a-kind coffee tasting subscription business, filling a gap in the market. The business became profitable by year three and was sold by year seven, earning millions in revenue.

I was responsible for maintaining our brand identity and ensuring consistent UI across the platform. I aimed to improve the user experience by conducting user surveys, testing, and analyzing data to identify pain points. Utilizing this information, I implemented design solutions, both by improving existing features and creating new ones, resulting in a seamless experience for users.

I redesigned our packaging and established partnerships with new suppliers, leading to a reduction in costs and a 30% increase in margins. The re-branding effort also helped forge strong relationships with hundreds of coffee roasters nationwide, enabling them to reach 1,000 new customers each week that they would not have otherwise had access to.

## Skills

- User research & analysis
- User testing & data collection
- Information architecture
- Wireframing & prototyping
- User stories & flows, mapping
- Competitor audit & analysis
- Product Identity & branding
- User-centered solutions
- Creative problem solving
- Knowledge of industry tools
- Operations & logistics mgt.

## Tools

- |                  |            |
|------------------|------------|
| Figma            | Balsamiq   |
| Usability Hub    | Zeplin     |
| Asana            | Invision   |
| Wordpress        | Marvel     |
| MS Office        | Basic Html |
| Google analytics | Pixlr      |

## Education

### Career Foundry 2020-2021 UX Design Program

36 weeks UX immersion with UI specialization. Lean & agile design, prototyping & wireframing, user testing, research & analysis.

### Udemy 2020 Principles of UI Design

Foundations & theory, color principles, typography.

### UNLV 2001-2005 BBA, Business Administration & MGT