



Abby Salazar

UX/UI Designer

theabbyexperience.com

✉ theabbyexperience@gmail.com

☎ 646.823.6509

🏠 Brooklyn, New York

linkedin.com/in/abby-salazar/

Experience

2023 Elevate Digital UX/UI Designer

I worked with the Creative Director to enhance client projects by implementing streamlined designs that elevated the user experience. I crafted new e-commerce website designs to bolster branding and marketing strategies. Furthermore, I optimized existing web pages to deliver a seamless user experience.

I enhanced the user experience of client product e-commerce websites by creating captivating animations. Additionally, I developed new designs for our company's onboarding presentations and improved client product pages across both print and web platforms.

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.

I collaborated with the development team and project managers to redesign the app's features, enhancing user experience and creating a sleek, modern interface. This resulted in increased user engagement and an overall improved 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 developed and sold a unique coffee tasting subscription business that filled a market gap. Within seven years, it became profitable, generating millions in revenue. I prioritized brand identity, UI consistency, and user experience, employing surveys, testing, and data analysis. Through design solutions and new features, I achieved a seamless user experience.

I led packaging redesign and strategic supplier partnerships, reducing costs and increasing margins by 30%. This re-branding effort forged strong relationships with coffee roasters nationwide, granting them access to 1,000 new customers weekly, expanding their reach significantly.

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	Asana	Pixlr
Adobe XD	Balsamiq	Open AI
Adobe Photoshop	Zeplin	Midjourney
Jira	Invision	
Usability Hub	Marvel	
Wordpress	Basic Html	
Google analytics	MS Office	

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