

abbigail rose christensen

Product Designer & Content Strategist

abbigailrose.com

roseabbigail@gmail.com

linkedin.com/in/abbigailrose

About me

I'm a product designer with a knack for storytelling. Because I'm a writer at heart, I want to help companies connect with their audience in compelling and relatable ways.

Skills

iOS patterns
Mobile responsive (React) patterns
User research
User interviews
Competitive analysis
Data synthesis techniques
Information architecture
Content strategy
Wireframing
Prototyping
Usability tests
Interaction design
Site/app maps
VoiceOver notation

Tools

Sketch
Figma
Flinto
InVision
Marvel
Axure RP
Adobe Photoshop
Adobe Illustrator

Education

Bachelors of Arts in Communication
University of Tennessee

Master's of Prof. Studies in UX
Maryland Institute College of Art

Experience

Senior Product Designer, 15Five

March 2021 - Present

Partner with People Science to launch an employee-centric Career Growth initiative that differentiates 15Five from other competitors in the HR and career growth space

Introduce and provide structure for lean UX research methodologies at a squad and portfolio level

Co-lead design team initiative to create a design community of continuous learning, collaboration and camaraderie

Product Design Manager, RevenueWell

June 2020 - March 2021

Establishing a research process as part of the product and brand design flow, while training my colleagues on methodologies to practice within their current workflow

Planning product evolution with business and development partners, and establishing experience KPIs to measure at each interval

Lead Product Designer, RevenueWell

December 2019 - June 2020

Lead and introduced research into the design efforts for product discovery and validation across product design, marketing and brand

Partnered with product owners to design and build a patient-facing online scheduling experience and a provider-facing schedule management tool

Senior User Experience Designer, United Airlines (Enterprise)

October 2018 - December 2019

Worked with a cross-functional team of engineers, researchers, and various internal stakeholders to deliver native mobile and responsive web tools for operational and front line airline employees to improve workflow

Led the employee-centric PetSafe initiative while working closely with the customer-facing team, making it safer for pets to fly and deliver clearer information to both the employee and customer

Product Designer, Allstate Digital Ventures (Innovation)

May 2018 - October 2018

Led communications strategy across all product mediums, including product site messaging, push notifications, in-app messages, emails, etc.

Developed iOS accessibility strategy for VoiceOver and Gestures with product owners, designers and developers

Strategized for scope and design for the activity feed, and mapped out product evolution