

Abigail Scott

UX/ UI DESIGNER

San Francisco, CA

CONTACT

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EDUCATION

UX/ UI Design Certificate

UC Berkeley Extension

Bachelor of Art, Sociology

Loyola Marymount University

SKILLS

UX Design

User Research

Personas

Wireframing

Prototyping

Interface Design

Responsive Design

Software

Figma

Adobe XD

Amplience

Fundamental HTML & CSS

Shopify/ WIX/ Wordpress

Supplementary

Market Research

Competitive Analysis

Consumer Behavior

Content Marketing

Digital Deisgn

EXPERIENCE

Present

San Francisco, CA

Digital Designer, Contract

Ariat International

- Maintains ariat.com and work.ariat.com homepages, landing pages, PLP marketing modules and Ariat Life
- Designs web assets and applies design thinking when creating landing pages and module iterations
- Works cross functionally with Marketing and Ecomm to ensure site updates are designed, produced, iterated on and pushed live to the production site, while maintaining brand consistency
- Works closely with CMS developer and I.T. in implementing CMS module designs and updates by providing wireframes, prototypes and requirements
- Presents on and advocates for design solution to key stakeholders across Marketing and Ecomm

2020

San Francisco, CA

Freelance Web Designer

- Was the primary UX designer at Neyborly, to redesign the 3rd iteration of the website from brainstorming to development
- Managed, maintained and updated Neyborly's website while working with developer on custom features and integrations
- Conducted qualitative testing by speaking with users to evaluate the existing user experience
- Consulted with small businesses on outlining website goals in accordance with business goals, created wireframes/ prototypes and optimized the user experience for ecomm sites

2019 - 2020

Oakland, CA

Design Intern & Customer Experience

Neyborly Inc.

- Collaborated with head of design, three designers, four engineers and stakeholders through user centered design, on the second iteration of the site
- Conducted qualitative user testing, analyzed feedback and compiled data to help inform design decisions

2018 - 2019

San Francisco, CA

Associate Marketing Manager

KVD Vegan Beauty, LVMH

- Directly handled communication and implementation of monthly campaign integrations, product launches, advertising and social media exposures with Sephora marketing teams, cross functional partners and agencies

2015 - 2018

Los Angeles, CA

US Marketing Coordinator

NYX Professional Makeup, L'Oreal USA

- Managed retail displays by ensuring creative and SKU assortments were tailored to the largest chain accounts (Target, CVS, ULTA and Walmart). While adhering to brand, campaign and retailer aesthetics and guidelines