

# Abydjana (Abby) Tresalus

UX & PRODUCT DESIGNER

Abydjana.com

abydjana@gmail.com

941-932-2690

## EDUCATION

Biology-Psychology, Tufts University

Minor: Cognitive & Brain Science

## SKILLS

### UX Method

User & Market Research, Persona Development, Information, Architecture, User Interviews, Usability Testing, User flow & Journey, Design Thinking

### Design

Interaction Design, Sketching & Storyboard, Wireframes, Low & High Fidelity Mockups, Prototyping

### Tools

Sketch, InVision, Adobe XD, Illustrator, Figma

## ACTIVITIES

Founder of Design for Growth

Premiere June 2020

Co-Host of "HELLO UX" podcast

[Listen on Spotify](#)

## AWARDS

PageCloud.com, Best Website Design for 2020 winner

2020

Dana Farber Impact Award, New Patient Coordinator

2017

## EXPERIENCE

Instructor Associate of UX Design, General Assembly

2020 - PRESENT

- Leading and assisting in lectures on UX and UI topics such as design thinking, information architecture, user research, typography, design, usability testing
- Collaborating with 2 leading industry professionals to teach cohorts, 20+ adult students, in a 12-week remote immersive UX training program
- Providing new designers with actionable feedback to help them create robust designs and portfolios for future opportunities
- Implementing events such as diversity, inclusion and equity panels, portfolio reviews with industry professionals, and accessibility in UX discussions

Lead UX Designer, Cloud5 Hub

2020 - 2020

- Designed the UX and UI for Pocket Shop (a delivery service web app) within 2 weeks to enable local businesses to work around the COVID-19 stay-at-home order
- Owned user research, customer journey mapping, wireframe, prototyping, and UI design for all websites and landing pages for the web, IOS, and Android platforms in an AGILE environment
- Re-designed company website which led to an increase in task success rate by 80%, increased customer satisfaction rate by 97.6% and conformed with accessibility rules of the WCAG.

UX Consultant, Smart Financial

2019 - 2020

- Created a design strategy based on a tactical approach to help stakeholders and engineers identify user-centered problems, understand business objectives, and user goals resulting in meaningful design solutions for the finance managing ISO App the team intended to build
- Ideated and refined app user flow and features such as on-boarding, customer goal setting, visuals for presenting financial data, and personal information

New Patient Coordinator (NPC), Dana Farber Cancer Institute

2016 - 2018

- Created a systematic process that allowed over 100 patients per week to be triaged to the correct Leukemia/ Bone Marrow Transplant providers
- Refined the NPC initial patient call to include vital information that decreased the time spent per call by 66% and increased the total number of calls completed per week by 25%
- Managed call log queue of 150+ calls per day and ensured all callers were satisfied in a timely manner and all issues were escalated through the proper channels
- Improved and created a multi-touch-point system based on patient feedback and experience that decreased misdiagnosis by 50% per week