



abbigail rose christensen

UX Designer and Content Strategist

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About me

I'm a user-experience 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

- Heuristic evaluation
- User research
- User interviews
- Competitive analysis
- Data synthesis techniques
- Information architecture
- Content strategy
- Wireframing
- Prototyping
- Usability tests
- Interaction design
- Site/app maps
- Client management

Tools

- Sketch
- Axure RP
- InVision
- Marvel
- Adobe Photoshop
- Adobe Illustrator

Education

University of Tennessee -
Bachelors of Arts in
Communication
2009-2013

Experience

Designer-in-Residence, DESIGNATION

April 2017-August 2017

Hired as the top of the class from a cohort of 17 UX/UI designers

Serving as a project manager for a cohort of 21 UX/UI designers in both a virtual and in-person setting as they start their new career

Leading UX workshops and mentoring designers in tools, tactics and design thinking

UX Designer, DESIGNATION

October 2016-April 2017

Applied user-centered design thinking in an agile work environment to create web and mobile interfaces in an immersive 24-week program.

Collaborated with teams to conduct user research and usability testing which informed our wireframes and prototypes.

Iterated designs based on user feedback and communicated findings to clients including:

PyroWeb, a fire-safety compliance service where users input property details for a quote to address fire-safety needs.

My team focused on content strategy and information architecture to create a digital quote process, replacing the current over-the-phone method.

The Right Hook, a bra personal stylist service where users conduct a self-measuring and style assessment online.

My team focused on developing content, building the educational components and addressing the heuristic needs of the current state to build value and trust for returning users.

Brand Manager, Ripley PR

June 2015-June 2016

Strategized for franchise and B2B accounts to develop integrated communication across platforms including press releases, social media campaigns, and event promotions.

Secured press coverage in publications and broadcast networks such as *Fox & Friends*, *Wall Street Journal*, *IH Executive*, *AHR News*, and *Franchise Times*.

Account Coordinator, Fletcher

September 2013-June 2015

Built relationships with magazine and digital editors through strategic campaigns and communication resulting in 147 total media pickups in a one-year span.

Managed Addy award-winning media and event campaigns which garnered media placements in national publications such as *Redbook Magazine*, *Cosmopolitan*, and *Woman's World*.