

INFO

abbymedwetz.com
amedwetz@gmail.com
330-998-5690

SKILLS

Design

Product Design
UX/UI Design
Interaction Design
Visual Design
Design Systems
Information Architecture
Wireframing
Prototyping
Responsive Design
Accessibility

Research & Strategy

User Research
Usability Testing
UX Analytics
Journey Mapping
Customer Experience
Design Strategy

Collaboration

Product Strategy
Stakeholder Management
Design Critique
Documentation
Cross-Functional Teamwork

TOOLS

Figma
UserTesting
Jira
Adobe Creative Suite
Miro
Hotjar
Google Analytics
Zeplin
Notion

EDUCATION

Master of Science

User Experience Design

Kent State University

President's List

Bachelor of Arts

Interior Design

+ Marketing Minor

Kent State University

Magna Cum Laude

ABBY MEDWETZ

Senior Product Designer

With 7+ years of professional design experience across UX/UI, digital products, and architecture, I combine UX research, product strategy, and visual design with a systems-thinking approach rooted in a multidisciplinary background.

EXPERIENCE

Embrace Pet Insurance

Senior UX/UI Designer Dec 2025 – present

UX/UI Designer Apr 2024 – Dec 2025

- **Own UX/UI design** across customer-facing and internal products, including the including the customer portal, mobile apps, quote experience, website, and operational products.
- **Define the end-to-end customer portal experience** across responsive web, iOS, and Android, using research and product insights to improve visibility into claim and account information and **increase pet additions to policies**.
- **Overhaul and maintain the design system**, creating scalable UI patterns and documentation that improve consistency and efficiency across products.
- **Lead design of customer engagement initiatives**, contributing to a **3-point increase in retention rate**.
- **Partner cross-functionally** to align customer needs and business objectives with actionable product experiences.

Freelance Product & UX/UI Designer

Sept 2020 – present

- **Improve digital experiences through research and UX strategy**, using user journeys, information architecture, and usability insights to identify opportunities and guide design decisions.
- **Design end-to-end responsive web experiences and interaction patterns** across architecture, e-commerce, legal, charity, and sports projects.
- **Partner with clients** to balance usability, brand, and business goals from discovery through delivery.

Magnet Co | UX/UI Designer

Jan 2021 – Sept 2022

- **Synthesized user research and business goals** into scalable UX solutions across digital products.
- **Designed user flows, wireframes, prototypes, and high-fidelity interfaces** for web experiences across diverse industries.
- **Established a UX onboarding framework** that streamlined client intake, requirements gathering, and project alignment.

Demonica Kemper Architects | Architectural Designer

Oct 2019 – Mar 2024

- **Developed user-centered experiences** from complex client requirements, balancing function, aesthetics, accessibility, and regulatory constraints.
- **Created detailed design documentation and standards** to build consistent, scalable solutions for projects across a variety of sectors.
- **Coordinated with multidisciplinary teams and stakeholders** to resolve complex design challenges through human-centered solutions.