

## INFO

abbymedwetz.com

amedwetz@gmail.com

330-998-5690

## SKILLS

User Research

Usability Testing

UX Analytics

Information Architecture

Wireframing

Prototyping

Web Design

Mobile Interaction

Brand Architecture

Client Presentations

## TOOLS

### Design

Adobe Suite      Miro

Figma

### Research & Analysis

UserTesting      Hotjar

Google Analytics

### Collaboration & Management

Zeplin      Google Suite

Jira      CMS

Whimsical      Notion

## HONORS

Director's Award

Kent State CAED

Interior Design Program

Bronze Medal Award

Tau Sigma Delta Honor Society

Honors Thesis

Graduate Award

Kent State Honors College

# ABBY MEDWETZ

## UX Designer & Creative Strategist

## WORK EXPERIENCE

### Embrace Pet Insurance | UX Designer

*April 2024 - present*

- Designer on the Customer Experience team, tasked with managing internal and external applications including the customer portal, mobile app, quote engine, website, and more.
- Lead designer for Customer Portal Redesign project across responsive web, iOS, and Android devices.
- Lead designer for Welcome Kit and Renewal Kit initiatives for retention strategy, resulting in a 3pt increase in retention rate.
- Daily maintenance and reporting on shared Jira boards for key company initiatives.
- Collaboration with varying teams across the organization including tech, business process, claims, sales, and senior leadership.

### Magnet | UX/UI Designer

*Freelance*

- Translated user research and brand vision into a strategic design approach for a variety of companies' websites.
- Produced wireframes and high fidelity designs for key web pages across different industries.
- Created and executed user experience guide for onboarding new clients.
- Communicated design vision and project updates with clients.

### Demonica Kemper Architects | Architectural Designer

*October 2019 - March 2024*

- My roles ranged from initial research and design development to construction documents and specifications.
- Worked directly with clients as well as my team of designers, architects, and project managers.
- Daily maintenance of most up to date materials and standards.

## EDUCATION

### Master of Science | User Experience Design

*Kent State University 2020 - 2022*

HLC Accreditation

President's List

### Bachelor of Arts | Interior Design + Marketing Minor

*Kent State University 2015 - 2019*

CIDA Accreditation

Magna Cum Laude

Honors Thesis - *The Effects of Visual Clutter on Perception*