

INFO

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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

M.S. User Experience Design

Kent State University
President's List

B.A. Interior Design

+ Marketing Minor
Kent State University
Magna Cum Laude

ABBY MEDWETZ

Senior Product Designer

With 8 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 app, quote experience, and website.
- **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.