

INFO

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330-998-5690

SKILLS

User Research
Usability Testing
UX Analytics
Information Architecture
Wireframing
Prototyping
Web Design
Mobile Interaction
Brand Architecture
Visual Design

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/UI Designer & Product Strategist

WORK EXPERIENCE

Embrace Pet Insurance

Senior UX/UI Designer | *Dec 2025 – present*

UX/UI Designer | *April 2024 – Dec 2025*

- As part of the Customer Experience team, I manage internal and customer-facing products, including the customer portal, mobile app, quote engine, and website.
- Lead designer for Customer Portal Redesign initiative across responsive web, iOS, and Android platforms, producing end-to-end design strategy and deliverables.
- Lead designer for Welcome Kit and Renewal Kit customer engagement initiatives, resulting in a 3-point increase in retention rate.
- Daily maintenance and reporting on shared Jira boards for key company initiatives.
- Collaboration with teams across the organization including tech, business process, claims, sales, and senior leadership to align UX with business objectives.

Magnet Co | UX/UI Designer

Consultant 2021 – 2022

- Synthesized user research insights and brand objectives into scalable, data-driven UX strategies across multiple client engagements.
- Created wireframes and high-fidelity UI deliverables for key web experiences across diverse industries.
- Developed and implemented a UX onboarding framework to streamline client intake, requirements gathering, and project alignment.
- Led cross-functional communication to articulate design rationale, present milestones, and align stakeholders throughout the project lifecycle.

Demonica Kemper Architects | Architectural Designer

October 2019 – March 2024

- Translated client needs into user-centered spatial designs, including visual concepts, schematics, construction documents and technical specifications.
- Produced detailed design documentation and standards to ensure clarity, consistency, and scalability.
- Coordinated cross-functional input to deliver cohesive, human-centered solutions balancing function, aesthetics, and compliance.

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*