

# Abby Nanquil

UX DESIGNER

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## ABOUT

Curious, pragmatic, and sincere, I'm a UX designer who provides consumer insights to early-stage startups and small businesses. I'd love to work with you through any stage of the design process!

## SKILLS

UX Design | User Research | User Interviews | Competitive Analysis | Usability Testing | Prototyping | Journey Mapping | Wireframing | Information Architecture | User Flows | Card Sorting | Personas

## TOOLS

Sketch | Figma | InVision | Adobe XD | Marvel | Whimsical | Zeplin | Keynote | Trello | Asana

## EXPERIENCE

### UX DESIGNER (CONTRACT) | GLOU BEAUTY, INC. *DEC 2020 - PRESENT*

- Working with 1 UX designer in an early-stage beauty startup to create a desktop prototype for an e-commerce marketplace allowing users to resell unused beauty products.
- Conduct competitive analysis and market research, presenting findings to stakeholders.
- Sketch lo-fidelity wireframes in ideation and build mid-fidelity and hi-fidelity wireframes in Figma.
- Collaborate with the marketing team to define a brand identity and design system.

### UX DESIGNER (CONTRACT) | LARAE INFINITY LLC *DEC 2020 - PRESENT*

- Designing the website for The Us Space, an independently-owned co-working space designated for BIPOC women and other underrepresented communities.
- Conduct competitive analysis and market research, presenting findings to the Founder.
- Define and document the website's sitemap and content within Wix.
- Collaborate with the Founder to establish a style guide and branding guidelines for the site.

### UX DESIGNER (CONTRACT) | TRANSFERNATION *NOV 2020 - DEC 2020*

- Worked with 1 UX designer in a social impact startup to design a desktop prototype of a reports portal where clients and employees can view, upload, and download reports for food donated each month.
- Sketched lo-fidelity wireframes in ideation and built mid-fidelity and hi-fidelity wireframes in Figma.
- Conducted 7 remote usability tests with the Figma prototype, presenting findings to stakeholders.
- Prepared a handoff document containing full prototype, style guide, and components to developers.

### UX DESIGNER (CONTRACT) | PAIRGAP *AUG 2020 - SEP 2020*

- Worked with 3 UX designers in this an early-stage real estate startup to design a desktop prototype for home buyers to search for, communicate with, and match with a home co-owner.
- Conducted 10 user interviews along with market research and presented findings to CEO.
- Sketched lo-fidelity wireframes in ideation and built mid-fidelity and hi-fidelity wireframes in Figma.
- Conducted 7 remote usability tests with the Figma prototype, presenting findings to stakeholders.
- Prepared a handoff document containing full prototype, style guide, and components to developers.

### COMMUNITY ENGAGEMENT MANAGER | NOWPOW *FEB 2018 - JUN 2020*

- Managed 15 client technical projects through contracting, implementation, training, and go-live.
- Consulted hospital leadership to define scope, goals, and specifications for technical implementations.
- Collected and communicated user problems directly to the Product and Engineering teams.

### ASSOCIATE | SPANTRAN *JUL 2015 - FEB 2018*

- Provided 1:1 academic consulting for foreign nationals looking to work and/or study in the US.
- Coordinated with vendors to scope out work needed to translate academic and legal documents.

## EDUCATION

GENERAL ASSEMBLY — CERTIFICATE OF COMPLETION, UX DESIGN

SETON HALL UNIVERSITY — MASTER OF ARTS, ASIAN STUDIES

THE COLLEGE OF NEW JERSEY — BACHELOR OF ARTS, INTERNATIONAL STUDIES