

Phillip Abraham

UX Designer

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CURRENT EXPERIENCE

TN-Child Support — Lead Product Design

Remote | November 2021 - Current 2022

Modernization of TCSES platform for TN child support employees

- Responsible for delivery of design artifacts, including design principles, user flows, mid fidelity wireframes, acceptance criteria, hi fidelity mockups and prototypes.
- Created and facilitated workshops focused on HCD training and UX discovery.
- Led UX strategy and implementation for design in collaboration with team to produce design deliverables.
- Staffed and managed a team of UX and UI designers to manage tasks through daily design syncs to iterate on mid fidelity and hi fidelity wire frames.
- Researched and produced concept opportunities leading to a series of contracts to implement the modernization and redesign of a COBOL based platform.

Common App — UX Researcher and Product Designer

Remote | September 2021 - November 2021

A nonprofit dedicated to inclusion and diversity in the college application process

- Strategize and implement project roadmap in collaboration with management.
- Planned and conducted various user research methods including user interviews, surveys, card sorting and affinity mapping to inform user pain points.
- Led client and internal design workshops to solve problems and enable collaboration and human centered thinking.

T.I.E.R.S./Your Texas Benefits — UX Researcher and Designer

Remote | February 2021 - September 2021

Mobile and desktop platform dedicated to assistance programs for Texas residents.

- Independently produced quality artifacts including wireframes, prototypes, flow, journey maps, personas, and information architecture deliverables.

EDUCATION

General Assembly

UX/UI Design 2019

The University of Texas

B.A. Social Behavioral Sciences

Psychology, Sociology 2011

SKILLS

RESEARCH

Product Strategy
User Interviews
IA Evaluation
Heuristic Evaluation
Comparative Analysis
Ethnography
Contextual Inquiry
Usability Testing
Workshop facilitation

DESIGN

UX Design
Information Architecture
Personas + Archetypes
Journey Mapping
Storyboarding
Prototyping
Wireframes
User Stories
Acceptance Criteria

TOOLKIT

Prototyping:

Figma
Sketch
Adobe XD
Invision

- Organized and articulated the cost-benefit of usability activities and design process, utilizing key performance indicators and other relevant metrics to gain research insights and measure impact.
- Created new client opportunities and increased efficiency by introducing UX design methods and tools to the team.

PREVIOUS EXPERIENCE

Latinos for Democracy – Lead UX/UI Designer

Remote | February 2020 - October 2020

A nonprofit dedicated to educating and mobilizing the Latin pop. of Georgia to vote

- Spearheaded redesign of Georgia chapter's website to increase current registration rates of users by 10% (100k) by November 2020 presidential election
- Conducted usability tests that informed design decisions which improved discoverability of site information by 80%

Austin Tech Alliance (Informed.vote) – UX/UI Designer

Onsite | December 2019 - January 2020

A nonprofit dedicated to informing local voters and providing resources to navigate local elections and ballot measures.

- Brainstormed API functionality with a group of developers to create platform interactivity that filtered results based user location.
- Conducted 12 qualitative interviews and analyzed statistical research to design core features and functionality to increase retention.

VOLUNTEER EXPERIENCE

THE FISHING SCHOOL | UX consultation

Nonprofit after school program serving underserved communities.

Washington D.C. | August 2021 - December 2021

Georgia Veterans Affairs | UX/UI consultation

State of Georgia's Veterans affairs platform.

Georgia | December 2021 - December 2021