

# Rick Aborn

Cambridge, Ma 02138

781.580.9327

Email - [rick.aborn@gmail.com](mailto:rick.aborn@gmail.com)

Portfolio - <https://rickaborn.design/>



## JR. UX PRODUCER

CVS Health | Boston, MA

January 2021 - Present

Visually designing new screens for iOS, mobile web (portrait and landscape modes) and desktop platforms while always keeping best practices, scalability and ease-of-use in mind .

Responsible for organizing and maintaining end to end demos for new design releases. This works as a guide to inform high-level decision makers and other stakeholders about how the latest release will work and look.

Attention to detail and organization are two key skills required in my role as I'm also responsible for screen inventory, tracking the latest UI & content updates, and adding a persona to the demo to show how a user will actually experience the latest updates.

## FREELANCE UX DESIGNER

Aborn Web Design | Boston, Ma

October 2019 - Present

Worked with Little Acorn Preschool redesigning their whole site with a focus on information architecture, copywriting and visual design. I also launched a two-month digital marketing campaign (on a limited budget) that brought in 10 new clients and over 50 leads.

Worked with a project management/rental marketing company named Unique Edge Management. I redesigned their site with a focus on simple information architecture, copywriting and visual design. Improved conversion by 50%.

## UX DESIGN INTERN

ETQ | Burlington, Ma

July 2019 - December 2019

ETQ was receiving complaints about usability issues for their newest software, so they hired me analyze usability tests to locate and then prioritize pain points. Feedback from these studies identified that navigation was a primary pain point for new users.

To improve the users' journey I pioneered a redesign of the onboarding tutorial. By adding a pop-up slide show focusing on common navigation hurdles and adding informative tooltips (only when users need them) I increased user satisfaction by 30%.

## SKILLS

Animation, Client relations, Interface Design, Presenting, Prototyping, User research (Analytics, Card sorting, Heuristic Evaluations Interviewing, Usability testing), Wireframing

## SOFTWARE

Adobe Creative Suites (Illustrator, InDesign, Photoshop, XD), Axure, Coding Languages (CSS, HTML, JavaScript), Figma, Favro, Haiku animator, Google Analytics, Hot Jar analytics, InVision, Miro, OptimaCard Sorting, Sketch, Trello, Webflow, Wordpress

## EDUCATION

University of Massachusetts Amherst - Isenberg School of Business - Bachelor's of Science - Resource Economics  
General Assembly Boston - Certificate in User Experience Design Immersive - Completed Feb 2019