

Rick Aborn

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Dribbble - https://dribbble.com/Rick_Aborn

UX/UI DESIGNER

CVS Health | Boston, MA

January 2021 - Present

Working with the Immunizations team, I've visually designed and implemented screens for the COVID scheduler for multiple platforms (iOS, Android, and desktop).

Responsible for stitching together and maintaining end-to-end demos of new design releases. These demos inform our stakeholders (including White House officials) about how our latest release will work and look.

FREELANCE UX DESIGNER

Aborn Web Design | Boston, Ma

October 2019 - Present

Recently worked with CloudZero (an application that breaks down 'cloud spend' for design ops professionals) to better organize their infographics, upgrade aesthetics and improve overall user experience. User satisfaction significantly increased based on usability studies from an average rating of 6 to 8.5 out of 10.

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 70%.

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%.

UX DESIGN CONSULTANT - VOLUNTEER

City of Boston | Boston, Ma

January 2019 - April 2019

Worked with the city to improve its neighborhood search tool. This site provides location-based information, including trash pick-up schedules, city spaces, playground locations, and more.



UX/UI DESIGNER

EDUCATION

**Bachelor's of Science in
Resource Economics**

UMass Amherst

Isenberg School of Business

**Certificate in User
Experience Design**

General Assembly Boston

Completed Feb 2019

TOP SKILLS

- UI design
- UX design
- Infographic design
- Responsive web design
- Art direction
- Prototyping
- Wireframing
- Usability studies
- User flows
- User research
- Affinity mapping

SOFTWARE

- Adobe create suites
- Figma
- Sketch
- InVision
- Wordpress
- Miro, Rally, Airtable
- UserTesting.com
- Hot jar analytics
- OptimaCard Sorting
- CSS, HTML, JavaScript