

Rick Aborn

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UX/UI DESIGNER

CVS Health | Boston, MA

January 2021 - Present

Working on the Manage Your Prescriptions team primarily as a UX/UI designer. I visually design for a variety of platforms including iOS, Android, mobile web, desktop and tablets.

I'm currently working on redesigning the pharmacy dashboard for web. To kickstart this project I led the competitive analysis for our team. We inspected and broke down our primary competitors (some of which are new) and discussed their design choices, strengths, weaknesses and which of their features should help guide our design decisions.

In the past, I visually designed screens for the COVID scheduler at the height of the pandemic. I was also 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

February 2019 - Present

Currently working with a design studio called Touchpoint Orange. We're working on a variety of projects including redesigning the internal CRM for a financial wealth company.

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.



UX/UI DESIGNER

EDUCATION

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

UMass Amherst

Isenberg School of Business

Graduated 2011

**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