# RICK ABORN

Watertown, MA 02472
rick.aborn@gmail.com
Portfolio › | LinkedIn › | Dribbble ›

## SUMMARY

I'm a Senior UX/UI Designer with 5 years of experience delivering research-driven solutions across web, native, and mobile platforms. I excel at leading the full design process—from research to UI handoff—combining creativity, strategic thinking, and data-driven insights to solve complex user challenges that drive business results.

## PROFESSIONAL EXPERIENCE

**Senior UX/UI Designer**
**CVS Health | Boston, MA**
**Jan 2021 – Oct 2024**

- Led design initiatives for the prescription management platform, utilizing Figma to design, prototype, and test new features for retail, Caremark, and Specialty users across web and mobile platforms.
- Designed and prototyped the COVID-19 vaccination scheduler, an integral tool that informed key stakeholders, including White House officials, of the design's functionality during the pandemic.
- Collaborated with the MYP team to improve user workflows and enhance the overall usability of prescription scheduling, reducing redundant tasks and improving user satisfaction.
- Partnered with cross-functional teams, product owners, and developers to ensure cohesive delivery of designs in agile environments, emphasizing user-centered solutions that align with business goals.

**Key Achievements**

1. Delivered an innovative prescription rescheduling feature, reducing user churn by 15%.
2. Created interactive end-to-end demos for new design releases, facilitating clear communication with executive stakeholders and increasing project buy-in.

**Freelance UX/UI Designer**
**Aborn Web Design | Boston, MA**
**Oct 2018 - Current**

- Provide UX/UI services for small businesses, specializing in full-scale redesigns, digital marketing, and branding across various industries including healthcare, education, and property management.
- Conduct user research, audits, and competitive analysis to inform strategic design decisions, focusing on enhancing the customer journey and improving conversion rates for clients.
- Led successful digital marketing campaigns, generating 50+ leads from a $500 Facebook ad spend for Little Acorn Preschool, increasing enrollment during the pandemic.
- Built customized design systems for clients, improving scalability and brand consistency across digital touchpoints.

**Key Client Projects**

1. Cloud Zero: Created a streamlined UI for a cloud-based financial tool, increasing usability and client satisfaction.
2. Little Acorn Preschool: Redefined information architecture and copywriting, resulting in a 30% increase in web traffic and lead conversions.
3. Unique Edge Management: Improved site navigation and storytelling, leading to higher conversion rates and a stronger brand identity.

**UX Designer**
**ETQ | Burlington, MA**
**July 2019 - Dec 2019**

- Conducted deep analysis of usability tests to identify navigation and onboarding pain points in ETQ's software, resulting in a complete redesign of the onboarding flow using Pendo.io.
- Designed a new onboarding experience that improved user retention and reduced onboarding time by 15%.

## EDUCATION

**Certificate in UX Design**
**General Assembly**
**Boston, MA - Completed Feb 2019**

**Bachelor of Science in Resource Economics**
**UMass Amherst**
**Graduated 2011**

## SOFTWARE USED

- Figma, FigJam, and Miro
- Adobe Creative Suites
- Usertesting.com
- HTML, CSS, and JavaScript
- Hotjar and Google analytics
- Rally, Jira, GitHub

## SKILLS

**Planning:** Agile methodologies, cross-functional team collaboration, stakeholder presentations, product strategy alignment, information architecture, story boarding, and north star creation.

**Discovery:** User research, UX/UI audits, competitive analysis, & affinity mapping.

**UX:** Wireframing, prototyping, moderated unmoderated user testing, and accessibility.

**UI:** Style guide creation & maintenance, design systems, branding, icon creation, color guides, typography, graphic design, photography, final handoffs, and QA.

## NOTABLE ACHIEVEMENTS

- Improved usability and user satisfaction for CVS Health's digital platforms by conducting competitor analysis and iterative design sprints.
- Spearheaded multiple redesign projects that increased user retention, satisfaction, and business outcomes across various freelance clients.
- Successfully contributed to and maintained design systems that improved scalability and consistency in digital product designs.