

# RICK ABORN

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## 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

#### CVS Prescription Management Team (Designed mobile and desktop web apps)

- UX/UI Redesign: Completely revamped and redesigned the 90-Day Refill program for mobile and desktop, overcoming technical and compliance challenges to enhance the user experience.
- Feature Development: Delivered a first for CVS in a prescription rescheduling feature, with the goal of reducing user churn and empowering users with flexible refill dates.
- Redesigned key elements of the Auto Refills, Dashboard, and Notification pages to create a modern, cohesive UI.
- Collaborated with product, content, accessibility, and developers in agile sprints to deliver user-centered solutions aligned with business goals.
- Presentations: Created and presented conceptual designs to leadership, fostering collaboration.

#### CVS Immunizations Team, COVID-19 Vaccination Scheduler (Designed iOS, Android, tablet and desktop web app)

- Stitched together and maintained high-fidelity prototypes, demonstrating functionality to key stakeholders, including White House officials at the height of the pandemic with constant changes in knowledge.
- Adapted mobile web screens to iOS, Android, and desktop platforms, ensuring a consistent and seamless cross-platform experience.

#### CVS Internal Design Team (Designed for SharePoint, AirTable, and Miro)

- Constructed a comprehensive "DesignHub" repository of CVS and Aetna screens, enhancing the design team's understanding of E2E user experiences including all research and Figma file links for each screen.
- Created a gallery of CVS design methodologies and terminology, enabling team-wide collaboration with advanced filtering and tagging.

### 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, Figlam, 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

- Led my UX team to create a north star vision for the ideal CVS dashboard by creating and managing several collaborative workshops with activities like: post-ups, storyboard creation, competitive analysis, dot voting auctions and design labs.
- Successfully created or contributed to and maintained design systems that improved scalability and consistency in digital product designs.