

Abigail Scott

 ajrscott@gmail.com

 Tel: 510-910-9250

 San Francisco, CA

 abigailscott.design

STATEMENT

I am a self-starter and creative problem solver who excels at connecting the dots between audience needs, product strategy, and business goals. I thrive in collaborative environments, partnering closely with marketing, engineering, site operations, and analytics teams. My diverse background allows me to create holistic design solutions that address business, brand, and user requirements (the balance of art and science). Proficient in effectively communicating conceptual ideas and design rationale, I ship polished products, enhancing the user experience and achieving measurable results.

SKILLS

- **Design:** UX Design, User Research, Wireframing, Prototyping, Responsive Design, Interface Design, Design System
- **Software:** Figma, Optimizely, Fullstory, Page Designer, Amplitude, Shopify, WIX

EXPERIENCE

SENIOR UX DESIGNER

March 2023 - Present

Ariat International | San Leandro, CA

- **Led comprehensive UX & UI refresh:** Ran the complete overhaul of the Product Listing Pages (PLP), Cart, and Checkout interfaces. Utilized data-driven insights, benchmarking, and testing to guide design decisions. Presented and aligned designs with cross-functional partners and senior leadership. Collaborated closely with the development team on requirements and UAT.
- **Achieved significant post-launch improvements to the PLP:** Click-Through Rate (CTR) increased by 1.7%, Exit Rate decreased by 2.6%, Purchase Rate improved by 0.14%, and Average Order Value (AOV) rose by \$3.7 within the first month of launch.
- **Spearheaded A/B testing program:** Established and managed the relationship with external A/B testing partners, driving a projected revenue impact of \$13.1MM in 2023
- **Orchestrated project timelines and priorities:** Effectively led project timelines, determined feature priorities, and coordinated with Marketing, Development, Product, and E-commerce Operations teams to ensure seamless execution and delivery.

UX DESIGNER

September 2020 - March 2023

- **Enhanced Digital Experience:** Designed and maintained high-impact homepages, landing pages, and digital marketing experiences for ariat.com, resulting in a seamless and visually engaging user experience.
- **Content Management System Implementation:** Worked directly with developers and marketing team to implement new CMS component designs and updates. Provided detailed wireframes, prototypes, and requirements to ensure efficient and effective deployment.
- **Campaign Integration:** Successfully implemented monthly campaign integrations and product launches, ensuring cohesive and timely rollouts across digital platforms.

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CUSTOMER EXPERIENCE EXPERT & DESIGN INTERN

August 2019 - March 2020

Neyborly | Oakland, CA

- Assisted with website redesign, conducted user research, provided research findings, and designed customer-facing social media assets.

ASSOCIATE MANAGER, MARKETING, US/CAN RETAIL

February 2018 - April 2019

Kendo Brands, Inc., LVMH | San Francisco, CA

- Managed campaign integrations, product launches, and social media exposures.
- Planned major brand events and coordinated with various teams for successful execution.

US MARKETING COORDINATOR

September 2017 - February 2018

NYX Professional Makeup, L'Oreal USA | El Segundo, CA

- Managed retail displays and creative SKU assortments for major retail chains.

RETAIL MARKETING COORDINATOR

August 2015 - September 2017

- Led event management for national grand openings and collaborated with marketing teams and third-party suppliers.

EDUCATION

- **UX/UI Design Certificate:** UC Berkeley Extension | 2020
- **Bachelor of Arts in Sociology:** Loyola Marymount University | 2015