Erin Abbey

Creative leader and user experience designer with 15+ years' experience planning and executing experiences that engage users and drive results.

Clients include Amazon, Xbox, Bill and Melinda Gates Foundation, AT&T, Seattle Cancer Care Alliance, the Coca-Cola Company, Microsoft, Pella Doors and Windows, Ford of Europe, Intel, BECU, and Group Health Cooperative.

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EXPERIENCE

Independent User Experience Designer/Content Strategist, Erin Abbey UX Consultancy
October 2022 - present
Provide user-centered design, content strategy, and digital project leadership to a variety of clients.

Senior Content Strategist, Amazon (contract through TGD)
December 2022-June 2023
Designed and documented future vision for site structure, navigation, and UX for developer.amazon.com, the hub for resources for developers and entrepreneurs building for all Amazon technologies and devices. Worked with product marketing managers to implement effective and useful information and tools to meet business goals and user needs.

Associate Creative Director, Wunderman Thompson _pka Possible_
March 2012-October 2022
Responsible for creative and strategic execution and daily leadership multidisciplinary creative team (UX, Design, Copy) on key accounts. Developed innovative, usable, and data-driven experiences for desktop and mobile. Led and managed client relationships and presented work to achieve alignment from concept through execution. Contributed to new business pitches. Mentored junior team members and advocated for user-centered and performance-driven design.

Associate Director of User Experience, Possible
June 2009-March 2012
Managed UX architects. Led, planned, and directed UX tasks and deliverables across key accounts. Concepted and designed innovative and effective desktop and mobile experiences for clients. Executed and presented strategy, IA deliverables, low-mid fidelity prototypes, wireframes, usability studies, user flows, task analysis, and functional documentation. Educated and advocated for human-centered design in-house and with clients.

Senior User Experience Architect, Zaaz
April 2006 - June 2009
Designed desktop and mobile experiences in cross-functional team settings for clients. Designed and conducted user research and usability activities. Provided strategic leadership for user experience on accounts. Collaborated with Analytics, Optimization, User Research, and Design to plan and execute performance-driven and data-informed online strategies in a

SKILLS

User Experience Design

Digital Strategy

Multi-Disciplinary Design Team Management

Information Architecture

Content Strategy

Wireframing

Prototyping Tools including XD and Figma

Functional Specification

User Flows

Customer Journey Mapping

User Research and Usability Testing

Competitive Analysis

Responsive Design

EDUCATION

BA English, University of Washington

cross-disciplinary, highly collaborative environment.

Site Manager – Microsoft Download Center
August 2004–October 2005
User experience and operational planning for the Microsoft.com Download Center, visited by an average of 33 million customers a month, offering over 6,000 downloads including documentation, training, tools, and security patches. Created 6-month and 1-year plans balancing customer experience and business goals. Managed launches and budgets. Managed outsourced and in-house design, copy, development, and UX resources.

Information Architect– Microsoft Technet
August 2003–August 2004

Practice Lead - Products Web Design & Editorial Team, Microsoft
August 2000–August 2003

Lead Editor - Digital Product Design Team, Microsoft
December 1999–August 2000