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# Abbey Ellis

## UX Designer

### CAREER SUMMARY

I'm a passionate advocate for storytelling and managing brand experience. I'm looking for the perfect professional match.

### EXPERIENCE

#### UX Designer

Ally Financial

Dec '19 – Current

- Applied user center design to the artificial intelligence and new products teams by conducting and learning from testing analysis.
- Completed a rotation at TM Studio, Ally's human-centered design lab, where we turned ideas into concepts and used customer data to inform our decisions.
- Review plans, identify discrepancies, coordinate status updates, and facilitate communication.
- Analyzed user feedback and activity and iterating to enhance the user experience.

#### Scrum Master/ Project Coordinator

Keyot LLC

Jan '19 – Dec '19

- Partnering with business and IT teams to create and manage sprint plans, backlogs and reporting for the release progress across multiple scrum teams.
- Review plans, identify discrepancies, coordinate status updates, and facilitate communication.
- Working in an Agile environment where collaboration occurs with designers, developers, and product owners to define, ship, and iterate products.

#### Digital Customer Experience Intern

Principal Financial Group

May '18 – Aug '18

- Developed wireframes, storyboards, screen flows and mockups optimized for mobile and desktop platforms.

### EDUCATION

#### Certified Scrum Product Owner

August 2019 | Scrum Alliance

#### Certified Scrum Master

March 2019 | Scrum Alliance

#### University of Northern Iowa

Aug '14 – Dec '18

Bachelors of Arts in Computer Science

Bachelors of Arts in Global Marketing

*Top 10% in User Experience.*

### PORTFOLIO

#### A bank helping people

Designed an end-to-end new product to help users reduce their debt.

#### 4 years later...

Updated a design with a 3<sup>rd</sup> party vendor to match current design practices that brought there AI chatbots into Ally's current design system.

#### The blind search forever

Designed a user center prototype for an online tool that matches a customer with an advisor.

### SKILLS

Logo creation | User centered Interface Design | User research | Illustration design | Software Engineering | Project Management Database Systems | Accessibility training and implementation

### LEADING AND VOLUNTEERING

Second Hand Harvest Volunteer

Mentor Representing UX

Volunteer for Baby Bundles

Angel Tree Volunteer

Toys for Tots Volunteer