 abriel shipley

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PROFILE

Highly **collaborative** and **adaptable** designer with ten years of experience in fintech, retail, and education. I thrive in **dynamic**, **agile** environments, have a keen **eye for detail** and new perspectives, and balance business and user needs through open **communication** and **creative problem-solving**.

EXPERIENCE

Lead Product Design Consultant   Dec 2023 – Present
Freelance | Knoxville, TN
- Working directly with founder/CEO to build and guide product, business, and branding strategy.
- Leading team of consultants on visual design.
- Provide mockups, graphic elements, and content to engineer.

Senior Experience Designer   Sep 2021 – Aug 2023
Rocket Companies | Detroit, MI
- Designed identity and authentication experiences to ensure legal compliance, boost client trust, enhance security, streamline processes, and simplify privacy requests, enabling 10M Rocket accounts with MFA.
- Created credit experiences and played a major role in crafting a credit strategy, empowering clients to understand and improve their credit to achieve financial goals, resulting in a 40% increase to credit monitoring enrollment with new credit onboarding design.
- Mentored designers on visual design, experience design, and storytelling.
- Planned and led workshops to foster cross-functional team collaboration, leading to successes like roadmap alignment and global credit component standardization.
- Ran usability tests, evaluated new functionality, and researched client expectations and trust, including enhancements to account creation flow.

Enterprise User Experience Designer to Senior User Experience Designer   Oct 2018 – Sep 2021
The Home Depot | Atlanta, GA
- Developed Privacy & Security Center website to improve customer access to company's data privacy policies and enacting privacy rights.
- Managed and guided diverse research studies for various product teams.
- Wrote accessibility guidelines to support company's accessibility efforts.

Full Stack Designer/Developer   May 2016 – Oct 2018
University of Illinois | Champaign, IL
- Facilitated cross-functional collaboration with Technology team and stakeholders, gathering requirements, resolving issues, conducting interviews, and producing specification documentation.
- Conducted first-level support, addressing web application functionality and technical issues, and adapting applications to evolving user needs.

SKILLS

Areas of Expertise:	UX Design, UX Strategy, UX Research, Visual Design, Interaction Design
Methods & Deliverables:	Wireframes, Mockups, Prototypes, Journey Maps, User Flows, Roadmaps
Research:	Interviews, Usability Tests, A/B Testing
Software:	Figma, Miro, Illustrator, UserTesting.com

EDUCATION

Master's of Science in Computer Science   Spring 2018
University of Illinois | Springfield, IL

Bachelor of Science in Computer Science   Spring 2011
University of Illinois | Springfield, IL

Associates of Applied Science in Graphic Design   Summer 2012
Parkland College | Champaign, IL

Check out my LinkedIn to see my full work history and certifications.