

Abigail Harvey

UX Designer & Researcher

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Summary

I'm a UX Designer and Researcher with over 5 years of experience designing and improving digital products in both startups and large companies. I specialize in taking projects from idea to launch, including UX research, usability testing, and design system development. I love turning complex problems into intuitive experiences, whether I'm working solo or with a team. I thrive in fast-paced settings where I can take ownership and make an impact.

Professional Experience

Founder & Principal UX Designer / GroundedUX, LLC (Independent design studio)

MAY 2024 - PRESENT, SAN DIEGO, CA

UX/UI Designer (Contract) / Hollywoodsy Studio

JUN 2025 - PRESENT, SAN DIEGO, CA

- Lead the full design process for web and mobile apps, from early research and wireframes to testing and launch.
- Redesign a mobile-focused wellness site, streamlining booking and increasing appointments by 60% in two months.
- Build responsive design systems, improve accessibility, and create digital and print brand assets for small businesses.

UX/UI Designer (Contract) / Queer Calendar

FEB 2025 - JUN 2025, REMOTE

- Designed a cross-platform SaaS marketplace for event discovery, adding advanced search, filtering, and monetization.
- Built admin and analytics dashboards for moderation and platform insights, using Figma and AI tools to prototype and iterate quickly.
- Developed onboarding flows for both organizers and attendees, cutting setup time and boosting completion rates by over 40%.
- Launched revenue features like sponsorships, featured listings, and donations, balancing user needs with business goals.

UX Researcher (Contract) / Blink UX

MAY 2024 - JAN 2025, SAN DIEGO, CA

- Executed end-to-end UX research and design support for multiple product teams, including insights and data-driven tools.
- Planned, led, and reported on qualitative and quantitative usability testing for a flagship wearable tech product, collaborating closely with cross-functional teams to translate findings into actionable recommendations to be used as benchmark findings for the next 5 years.
- Synthesized research insights into clear product roadmaps, usability recommendations, and documentation updates to inform both short-term iterations and long-term vision.
- Moderated over 50 in-lab 120-minute usability studies with participants from three age groups, and leveraged AI-powered research tools (Qualtrics and automated note-takers) to streamline analysis and maintain research consistency across projects.

Design & Operations Manager / Pigment

JUL 2021 - NOV 2023, SAN DIEGO, CA

- Managed a team of 5 to streamline digital content, events, and e-commerce workflows.
 - Improved Shopify site usability and product presentation, increasing weekly revenue by 6% and boosting retention.
 - Turned business goals into digital experiences that improved conversion and brand engagement.
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Early Experience

Marketing Assistant / Blue Sky Homes / 2019

- Supported digital marketing with SEO, LinkedIn, and Google Analytics, increasing engagement by 110%.

Marketing Intern / Chubb Fire & Security (United Technologies) / 2018

- Digitized training materials to make them easier to use and more accessible for new hires.
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Education

University of Arizona / Bachelor of Science, Business Marketing

Rio Salado College / Associate of Arts, Business Administration

Skills

Design Tools / Figma, InVision, Sketch, Illustrator, Adobe Creative Suite, Miro, Qualtrics, Wix, NetSuite

Business & Strategy / SaaS Product Design, Conversion Optimization, Market & Competitive Analysis, A/B Testing, Growth Strategy

Collaboration / Cross-Functional Alignment, Communication, Organization, Adaptability, Continuous Learning

Awards

Eller Rising Star Award / University of Arizona

Wildcat Excellence Award / University of Arizona

Certifications

UX/UI Design Foundations / Avocademy