Abbie Jasinski

Sr. Product Designer

www.abbiejasinski.com

EXPERIENCE

Senior Product Designer
Thirty Madison (Nurx, Cove, Facet)

Sept 2021 - Present - New York, NY

- Optimized insurance and fee-for-service user flows, recovering $33+ per patient through Post Adjudication and reducing operational costs with automated claims processes.
- Led the Nurx replatforming project, redesigning patient experiences across 15 service lines, improving performance and setting up for enterprise and insurance partnerships.
- Established and maintained a source of truth documentation system, improving communication between teams and reducing QA resolution time by streamlining clarifications.
- Designed end-to-end solutions for Labs and Dashboard Notifications, simplifying patient actions and improving care workflows.
- Conducted user research for higher acuity patient care, driving the launch of innovative models, including a fee-for-service dermatology offering.
- Developed and led testing strategies based on product analysis of legacy and central platforms, resolving parity issues and minimizing conversion impact in collaboration with marketing and business teams.

UX Researcher & Designer
LexisNexis

Jan 2021 - Aug 2021 - Remote (Contract)

- Led comprehensive user research to deconstruct the workflow of large law litigators, resulting in a detailed user journey map that spotlighted critical pain points and opportunities for product enhancement.
- Orchestrated usability testing for contract-related features, pinpointing areas for improvement and guiding the product iteration process to elevate user satisfaction.
- Compiled and presented insightful research reports, engaging insight reels, and strategic slide decks, empowering stakeholders with actionable data to prioritize product development investments.

UX/UI Design Volunteer
Pie for Providers

May 2020 - Aug 2020 - Remote

- Collaborated with a senior designer to pinpoint critical design challenges and co-developed innovative solutions, driving the product's user-centric evolution.
- Conducted a detailed analysis to identify product pain points and collaborated on solutions for complex design issues, improving functionality and boosting user satisfaction.

Instructional Associate, UXDIR
General Assembly

June 2020 - Jan 2021 - Remote

- Assisted in facilitating, planning, and teaching the UX Design Immersive cohort
- Mentored students in UX Design, design trends, and professional development
- Co-taught lessons and activities focused on UX research and design

Prior experience includes 5 years in Sales, Customer Service, and Marketing in property management and hospitality industry

CONTACT

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Brooklyn, NY

SKILLS

Product Strategy
User Research
User Flows
Prototyping
Usability Testing

TOOLS

Figma
Qualtrics
Tetra Insights
Notion

EDUCATION

General Assembly
UX Design Immersive
Indiana University Northwest
BS, Elementary Education

OTHER ACHIEVEMENTS

ADPlist
Mentor
First Round Fast Track
Mentee, 2022
UX Result Design Hackathon
Finalist, Dec 2020