

ABIGAIL TURNER

Product Designer

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PROFILE

Experienced in hybrid UX and UI. I combine innovative design thinking with data-driven insights to transform complex problems into intuitive and joyful user experiences.

I pride myself in my “make it work” attitude, which I balance with a thorough and detail-oriented approach.

SPECIALIZATION

Conducting a full life cycle from product discovery to deployment, while collaborating in-person or remotely with stakeholders to ensure optimal workflows

Mobile & Web Design
Interaction Design
Low-Fi to High-Fi Design
Clickable Prototypes
Quant. & Qual. User Research
Data Viz
Branding
Typography
Storytelling

Figma	Photoshop
Sketch	Illustrator
XD	InDesign
Invision	Lightroom
Zeplin	Solidworks

EDUCATION

Interaction Design Foundation
Ivy League level online education in UX, Product Design and Human-Computer Interaction

Bezalel Academy of Arts and Design
Jewelry & Fashion Design

LANGUAGES

Hebrew | Native
English | Fluent
Italian | Conversational

FREELANCE HIGHLIGHTS

Working with Lagoon, a B2B SaaS Fintech Startup

Currently optimizing user flows and crafting a user-friendly dashboard for Lagoon’s AI/ML-based platform. Focusing on simplifying data-intensive information, thus empowering investment professionals with data science capabilities.

During Techstars Accelerator I re-branded the company redesigned their landing page which led to increased lead generation and conversion rates by 175% within 30 days.

Participated in Techstars Tel-Aviv Accelerator 2020

We coached 10 domestic and international B2B startups to grow from early stage to venture-backed companies.

As the Design Associate, I overcame Agile-related challenges to produce many deliverables simultaneously; including branding, landing pages, marketing materials, investor presentations and pitch decks. Provided hands-on support with user journeys and product wireframes.

Designed the UI for Clustered, a B2C Networking App

Defined the user experience based on insights derived from group user testings I helped facilitate. Designed a pixel perfect UI, iterating 3 times in remote collaboration. Created illustrations for the onboarding, telling the story of the lonely entrepreneur.

WORK EXPERIENCE

Freelance Designer

May 18- Current

Mobile Design, Web Design, Branding

Formulated and translated the needs of accelerators, early stage startups, design agencies and NGOs, into online and offline media in over 30 projects.

Provided design solutions that answered user needs and business challenges through user research, Information architecture, interaction design, visual design, prototyping.

Product Designer

Jun 17- Apr 18

TAK Solutions

Developed online and offline subterranean technological solutions for the IDF going from discovery to delivery, and created the company’s website and branding.

Product Designer

Dec 11 - Dec 13

IDF

Identified customer needs and field limitations, and produced hands-on creative technological-operative solutions for elite units. Mentored newly enlisted soldiers.