Abby Kelly Senior UI/UX Designer

About

I'm an experienced designer who enjoys turning complex problems into simple, thoughtful digital experiences. I bring a collaborative and practical approach to design, working closely with cross-functional teams to create products that balance user needs, business goals, and technical constraints.

Professional Experience

Senior UI Designer | OneTwo Home Loans | Nov 2024 - Present

Work across UI design, product thinking, and design systems, collaborating with UX, BA, and Engineering teams to create intuitive, accessible, and scalable digital experiences.

Work closely with Engineers throughout the design and development process, turning designs into clear requirements, supporting kick-offs and handovers, and reviewing builds to make sure the final product works as intended.

Use AI in Figma to explore ideas, prototype faster, and test different design approaches, creating more realistic prototypes to support collaboration with Engineers.

Key areas: UI & interaction design, Design systems, Storybook, Prototyping, Accessibility, Design reviews, Stakeholder collaboration, AI-assisted design

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Product Designer | CentricMinds | Apr 2017 - Mar 2024

Led UI/UX design across CentricMinds' Intranet, CMS, client-facing products, and mobile app, creating a design system to improve consistency and streamline development.

Designed and built company websites in Webflow, enabling teams to make updates without relying on Engineering teams. Led the end-to-end design of Papermind, a Slack-integrated desktop app, from ideation, branding, and user flows through to design, build, and testing..

Supported sales and marketing through brand, presentation, proposal, and social media design.

Freelance & Contract Designer | Various Clients | 2016 - 2024

Delivered diverse design projects for Triggerfish, Isobar Australia, Lifestyle Brands International, Ashmor Legal, and Inlight, including website concept designs, UX reviews, information architecture, wireframing, branding, and social collateral.

Senior UI Designer | Isobar Aug 2007 | Dec 2015

Created the initial designs for Jetstar's MVP website, working in an Agile environment with a large team of Engineers through design, build, and testing.

Delivered digital experiences across web, mobile, social, and campaigns for brands including Jetstar, Holden, ANZ, Cadbury, and National Foods.

Improved design-to-development workflows by introducing design guidelines, pattern libraries, and handover processes, helping teams work more consistently and efficiently.

Designer | Reactive | May 2000 | Sep 2007

Worked across website design and front-end development, creating designs and building websites from concept through to implementation. Also contributed to interactive design and project management, with award-winning work for Melbourne Airport, ANZ, HESTA, L'Oréal, and the Premier of Victoria.

My portfolio

www.createdbyabby.com

Get in touch

createdbyabby@gmail.com

LinkedIn

My Skills

UI Design

Design Thinking & Strategy

User-centered Design

Design Systems (Components)

Responsive Design

Interaction Design

UX Design

Information Architecture

User Flows & Journey Maps

Wireframing & Prototyping

Problem Solving

Accessibility Knowledge

Other Skills

Mobile App Knowledge

Experienced in Agile and Scrum

Familiar with front-end Development (HTML, CSS)

Webflow Websites Development

Social, Branding & Marketing Materials

Tools

Figma, Sketch, Canva, Google, Webflow, Trello, Jira

Education

Postgraduate Diploma in Computer Graphic Design

Degree in Computer Graphic Design