

ABIGAIL LAYTON

UX/UI Product Design

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AbigailsPfolio.com

ABOUT

I began my design career at 19 and have since built a practice rooted in creativity and adaptability. I push myself to improve with every user-centered product.

PROFESSIONAL EXPERIENCE

EDUCATION

Google User Experience Design Certification

Google Analytics Certification

The Complete Digital Marketing Course (email & social media Marketing + SEO) - Udemy

The Complete WordPress Website Business Course 2.0 - Udemy

Virtual Savvy System - Virtual assistance program

High School Diploma

Hidden Valley High School
Experience with Photoshop
Experience as lead Tech in Theater
2014 - 2019

SKILLS

UX/UI Design- wireframing, prototyping, user flows

Web Development- WordPress, Webflow, HTML, CSS,

Research- usability testing, surveys, data analysis

Graphic Design- branding, iconography, logos

Communication and presentation

Skylark Psychology | UX Design & Maintenance

Jun 2024 - Present

- Developed brand identity, including icon sets, design elements, and a cohesive color palette in collaboration with Skylark
- Designed wireframes and interactive prototypes in Figma
- Conducted usability studies and surveys; analyzed data to extract qualitative and quantitative insights
- Built and customized a WordPress website, leveraging custom CSS to deal with platform limitations
- Maintain ongoing updates and client communication to ensure design functionality

LCS | Content Creator & Marketing

Jan 2023 - Jun 2024

- Managed marketing and travel logistics for the GWW podcast
- Created content across multiple brands using Canva
- Wrote copy and promotional emails for the nonprofit Bravevoices.org

Evolve Therapeutic | Web Design Startup

May 2019 - Oct 2023

- Designed and developed the startup's brand identity, including logo, design system, and visual assets
- Built and maintained the company's website, ensuring seamless user experience and accessibility
- Integrated and managed online booking software, streamlining scheduling for clients and staff
- Provided ongoing updates and technical support to keep the site functional and user-friendly
- Presented design solutions and insights to co-owners in clear, actionable terms to support decision-making