

# Livia Abuls

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## EXPERIENCE

### EverBright (NextEra Energy)

Lead Product Designer September 2023 - February 2026

- Designed and launched internal product to support new revenue stream – enabling users to process over 36,000 deals and leading to \$248 million in revenue in year 1.
- Executed end-to-end redesign process of core product area, resulting in 20% increase of internal review velocity.
- Partnered with Product Manager to identify new roadmap opportunities, notably decreasing target KPI by 74%.
- Played instrumental role in building a 10-person UX team, establishing design standards and a robust design culture rooted in knowledge sharing and process improvement.

Product Designer May 2022 - August 2023

- Lead end-to-end design of 3 key projects while collaborating cross-functionally with product managers, engineers, and leadership to deliver solutions that aligned user needs with business goals.
- Presented at NextEra technology conference alongside engineering partner – discussing tools and strategies for effective design & engineering collaboration.
- Created and maintained consistent design patterns, high-fidelity prototypes, and detailed UI specifications in Figma to support the transition from Angular to React.
- Established initial design system governance framework & team, resulting in ~30% increase in design & engineering efficiency and widespread design system adoption.

### Hive Strategy

UX Specialist [Contract] December 2021 - April 2022

- Managed web app and responsive website design projects to achieve marketing goals and deliver engaging user experiences.
- Utilized UX principles to establish playbooks for design, testing, and website optimization for 5 clients.
- Supported creation of Growth Driven Design program with the goal of improving conversions and user experience.
- Collaborated with development and client success teams to produce timely and functional designs.

### DSST Public Schools

Marketing Operations Manager July 2019 – October 2021

- Pitched the redesign process of DSST’s school websites; executed user research, wireframing, and high-fidelity prototyping and full launch.
- Managed all factions of CRM and marketing automation platform, Hubspot, and optimized performance of email automation, forms, landing pages, audience segmentation, and lead routing.
- Lead a team of two marketers and spear-headed the creation, management, and success of semester-long high school internship programs.

Digital Marketing Specialist June 2017 – June 2019

## EDUCATION

### Colorado College

Bachelor of Arts: History & Political Science

## CERTIFICATIONS

### Maven – PM Masterclass for Designers

Skills: Prioritization frameworks, assessing value & risk, stakeholder management

### NN/g – Becoming a UX Strategist

Skills: Aligning UX & business strategy, service design

### Designlab – UX Academy

Skills: Design thinking, heuristic evaluation, rapid prototyping

## TOOLKIT

Figma

Jira

Useberry

Dovetail

Fullstory

Storybook

Chromatic

