

# Livia Abuls

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## EXPERIENCE

### EverBright (NextEra Energy)

Lead Product Designer, September 2023 - Present

- 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.
- Planned and conducted user research, synthesized insights, and applied findings to evolve product roadmap and identify opportunities for innovation.
- 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 key projects while collaborating cross-functionally with product managers, engineers, and leadership to deliver intuitive solutions that aligned user needs with business goals.
- 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 increased design & engineering efficiency and 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 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

- Initiated the redesign process of DSST's school websites; executed user research, wireframing, and high-fidelity prototyping in Figma.
- 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, July 2017 – June 2019

## SKILLS

Strategic design thinking

User research & interviews

Data analysis

Information architecture

Wireframing

Prototyping

Usability testing

Stakeholder communication

Project leadership

## TOOLKIT

Figma / Figjam

Jira

Useberry

Dovetail

## EDUCATION

### Certificate:

#### User Experience Design

Designlab 500hr UX Academy

### Bachelor of Arts: History & Political Science

Colorado College