Abby Lott

Product Designer, Researcher, & Strategist

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SUMMARY

Energetic designer, product strategist, and user researcher whose joy is helping people by solving complex problems. Well-earned reputation for stirring presentations, strong partnerships, and driving results.

EXPERIENCE

Autodesk - Novi, MI
Experience Design Lead - August 2020 - Present
- Oversaw user experience execution for Autodesk Drive, Desktop Connector, and overall cloud-connected data workflows for the platform team
- Spearheads strategically vital data exchange initiative, working with all corners of the business to ensure pertinent information appears where users need it
- Manages small team of designers to realize strategic intent
- Oversaw increase in data upload success rate from 87% to 96% over the span of a quarter, while increasing monthly active users 206% during that time

TD Ameritrade - Ann Arbor, MI
Sr. Specialist, UX Lead - April 2019 - July 2020
- Managed News & Research design workstream, comprising four designers
- Responsible for Personalized Portfolios, a custom-tailored investment portfolio option with more than $1B in Assets Under Management (AUM)
- Representative for enterprise-wide Accessibility Council (Deque-trained in web accessibility)

Thomson Reuters Tax & Accounting Professional - Ann Arbor, MI
Senior User Experience Designer - June 2014 - April 2019
- Ran design workshops at big-five accounting firm in spring 2018, resulting in TR securing a ~$2M contract for custom-designed software (lone designer on engagement)
- Coordinated user experience strategy of integrated, global products for tax & accounting professionals and their clients on web & native mobile platforms
- Reimagined and drove novel design & development processes for dynamic cross-team collaboration around key strategic initiatives

FordDirect - Dearborn, MI
User Experience Designer (Contractor) - January 2014 - June 2014
- Designed template-driven strategy for client-facing mobile and web experiences for all Lincoln and Ford dealerships in the United States and Canada

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EDUCATION

University of Michigan School of Information - Ann Arbor, MI
M.S.I. Human Computer Interaction - September 2009 - December 2013

University of Michigan - Ann Arbor, MI
B.A. Psychology (Honors Program) - September 2005 - May 2009