

# Abigail Westbrook

## contact

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## activities

**Purdue UX Design Club**  
*Secretary | Dec '18 - Present*  
Verify minutes for bi-weekly meetings as well as managing member meetings

## tools

Figma  
HTML/CSS  
Illustrator  
InDesign  
InVision  
JavaScript  
Keynote  
Qualtrics

## skills

Affinity Diagraming  
Competitive Analysis  
Contextual Inquiry  
Heuristic Evaluation  
Information Architecture  
Interactive Prototyping  
Interviewing  
Paper Prototyping  
Personas  
Usability Testing  
User Research

## education

**B.S. in User Experience Design**  
*Purdue University | Spring 2020*  
Minor in Communications

## relevant experience

**Community-Computer Interaction Lab**  
*Research Assistant | Jan '19 - Present*  
Currently researching the creation of communities through interactions on social media and the subsequent effects on member's mental health.

**Science Gateways Community Institute**  
*Usability Consultant | Jan '19 - Present*  
Providing annotated portfolios, competitive analysis, heuristic evaluations, design recommendations and more to clients according to milestones

## projects

**Cheers- Avanade (Project Sponsor)**  
*User Experience Design: Experience Studio*  
- Created an Omnichannel experience with a team of seven students in conjunction with Avanade  
- Completed in-depth research and a low fidelity prototype with the help of weekly sponsor meetings  
- Conceptualized a new user journey to better-fit Cheers' need

**Horizon- Crema (Project Sponsor)**  
*User Experience Design: Experience Studio*  
- Produced an onboarding experience with five classmates for the project's sponsor, Crema  
- Compiled and analyzed user data to create features to better suit their needs  
- Reported to the project's sponsors at the culmination of the project