

# Abbie Sawyer

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**Portfolio Link:** [www.abbiesawyerdesign.com](http://www.abbiesawyerdesign.com)

[www.linkedin.com/in/abbie-sawyer](http://www.linkedin.com/in/abbie-sawyer)

## Summary

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Product Designer with a background in engineering and UX, skilled at translating complex workflows into simple, scalable digital experiences. Experienced across enterprise, AI-driven, and innovation-focused environments—bringing user research, GenAI integration, and cross-functional leadership to every stage of product development.

## Education

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### University of Washington

- B.S. in Electrical & Computer Engineering concentration in Embedded Systems, minor in UI/UX.

*Relevant Coursework:* UI/UX Design, Human-Computer Interaction, Usability Testing.

## Experience

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### Product Designer | PricewaterhouseCoopers (PwC)

July 2022 – Current

#### ***PwC AI Integrated SDLC Process***

- Spearheaded the development of a prompting framework to optimize the use of PwC's internal AI-assisted tools—including design generation (RapidCraft)—enhancing consistency and output quality.
- Linked AI-assisted tools like Cursor, RapidCraft, and custom agents into the SDLC workflow which reduced overall software development lifecycle time by **40–50%** by streamlining AI integrations and enabling cross-functional teams to work faster and more effectively.

#### ***Cardinal Health Navista Clinician Tool***

- Led the end-to-end design and research process for a suite of healthcare software tools, focusing on intuitive user interfaces for clinical and administrative facing applications.
- Conducted user studies with UserZoom and card sort studies to gather qualitative and quantitative insights, ensuring the tool was intuitive and met clinician needs.
- Iteratively refined designs based on continuous user feedback, leading to improved usability and adoption rates among clinicians by 30%.
- Collaborated with cross-functional teams to define design requirements and ensure seamless integration of GenAI features into the product ecosystem.

#### ***AT&T Employee Access Management Tool***

- Conducted in-depth UX research and led redesign process for an access management tool serving 70,000 users, utilizing surveys, user interviews, and usability testing to identify pain points and improve user experience.
- Developed research-backed recommendations to retire three legacy systems, leading to a 60% reduction in access request time.
- Created Figma prototypes based on research findings and conducted five stakeholder demos, integrating feedback into iterative design improvements.

### Associate Product Designer | Oehring Advisors

Jan 2022 – June 2022

- Led website redesign and content update in collaboration with the digital marketing team, utilizing SEO strategies to increase user traffic by 40%.
- Designed pages for an Asset Tracking Management tool using Figma and integrated designs with React and the company's asset tracking database.

## Skills & Abilities

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- **Design & Research Tools:** Figma, UserZoom, Adobe XD, Miro.
- **UX Methods:** Usability Testing, GenAI Integrations, Design Systems, Card Sorting, User Interviews, Wireframing, Prototyping.
- **Agile Product Management Tools:** Jira, Trello.
- **Languages:** Fluent in English and Mandarin.

## Certifications

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- Nielsen Norman Group UX Certification
- AWS Certified Cloud Practitioner