

# LENSAY ABADULA



lmsabadula@gmail.com



www.lensayabadula.com

As a full-stack product/UX designer, I love the solution, but I am *in love* with the problem. My 'super power' is asking thoughtful questions to shape products that are **valuable**, **balanced**, and **innovative**.

Some of my favorite things include Flamenco, chocolate and The Golden Girls.

## SKILLS

**Discovery:** user interviews, surveys, card-sorting, sitemaps, user flows, strategy, sprint planning

**Design:** wireframing, visual design, prototyping, usability testing

**Communication:** client and team presentations, blog production

## TOOLS

**Design & Prototyping:** Figma, Sketch, Invision, Principle

**Data:** Google Analytics, Omniture

**Proj. Mgmt:** Jira, Slack, Confluence, AirTable, Trello

## EDUCATION

**UX Design Certificate**  
General Assembly

**Global Affairs Certificate**  
New York University

**Bachelor of Science, Journalism**  
Northwestern University

## EXPERIENCE

02/2022-05/2023

### Senior Product Designer, Exos

- Audited existing flows, iterated on designs and moderated usability testing for end-to-end project to improve booking coaching sessions on the Exos Fit wellness app.
- Worked with marketing team to design UX/UI on app acquisition efforts, such as app sharing, triggering app rating and improving push-notification opt-in.
- Optimized the user experience in accessing audio and written content on The Game Changer app, a B2B2C platform focused on talent-building.
- Added to design component library, worked with engineers to improve accessibility and sought standardization of components.
- Pitched technology blog idea, formed team and oversaw blog editorial process.

08/2021-02/2022

### Senior Product Designer, Equinox Media

- Designed login, menu and class detail screens for Google TV.
- Created design concepts and prototypes for new member conversion initiative.
- Identified app priorities in sprint planning, refined tickets to ensure feasibility and reviewed acceptance criteria.

09/2020-08/2021

### Senior UX Designer, Equinox Media

- Led UX strategy and design for portion of 6-month rapid MVP launch combining two apps (merging in-person and digital fitness experiences).
- Designed the booking and scheduling class omni experience for 300,000+ global fitness club members as well as D2C users.
- Collaborated with UX researcher to plan and refine concept testing.
- Outlined user stories and flows in MVP prototype for company executives.

03/2020-06/2020

### Senior UX Design Consultant, Method

- Conducted user interviews, created wireframes and presented designs for private equity analytics tool in close collaboration with PM, visual designer and dev team.
- Assessed different design alternatives based on uncertain development constraints.

11/2018-01/2020

### Senior UX Designer, NextGuest

- Led UX on website/loyalty portal designs for brands such as Hard Rock and Viceroy.
- Utilized data to redesign IA, leading to 806% revenue increase for one client.
- Established many initial UX resources and processes, such as UX design auditing.

07/2018-09/2018

### UX Design Lead, Collectively

- Designed key sections/features, including payment flow, for data privacy product.
- Created usability testing script, conducted testing and finalized design iterations.

06/2017-10/2017

### UX Design Consultant, MullenLowe Profero

- Created responsive web experiences for clients such as Western Union, Mount Gay Rum and Reames Food.
- Designed AEM components for Harley-Davidson site redesign.