

# Tonya Abna

Design Leader

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## About Me

**Empathy is my superpower. It is the key to providing a rewarding user experience, to communicating and connecting with people in various roles, and to effectively working with or guiding a team with respect and honesty.** I am a design leader with over 25 years of creative, technical, and strategic expertise in all aspects of the print and digital product design and development process, driving exceptional user experience and successful products.

## Tools

- Adobe CC, Sketch, InVision, Figma, Canva
- HTML, CSS, Sass, Less
- JavaScript, jQuery, React, ASP, .Net
- AI Applications, G-Suite, Office 365
- Atlassian Suite, Git, MSDN

## Education

- **MS** · Visualization Sciences: CG & HCI · [Texas A&M](#).
- **BS** · Computer Science · [UTD](#) · Magna Cum Laude.
- **Ongoing**: Conferences, certifications, and training.

## Skills

- Strategic Team Leadership, Project Management
- UI/UX Design, Development, Research
- Art Direction, Branding, Graphic Design
- Wireframes, Mockups, Prototypes
- Prompt Engineering, Generative AI
- Organization, Problem Solving, Quality Assurance
- Technical Documentation, Training, Mentoring
- Marketing and Business Communication
- Employee Engagement, Event Management
- 2024 LinkedIn Top Voice in UX, IA, & Web Apps

## Experience

**Creative Consultant** · [Silicon Intelligencia](#) · 04/2024 – Present

- Provided guidance on generative AI solutions for the production of engaging marketing materials.
- Conducted website heuristic evaluations to optimize UX, drive conversions, and ensure clarity and consistency.
- Created UI/UX requirements documentation, supporting graphic design elements, and website content.

**Senior UI/UX Engineer & Engineering Manager** · [TeamSupport](#) · 11/2018 – 01/2024

- Delivered proven results: reduced turnover, increased productivity and work quality, and \$400 K in savings per year.
- Collaborated closely with international teams, managers, stakeholders, contractors, and customers.
- Cultivated a culture of continuous improvement and collaboration, fostering employee growth and positivity.
- Established procedures and standards, led product management and resource planning, and ensured deliverables.
- Conducted user experience research, competitive analysis, and heuristic evaluation to guide UI/UX strategy.
- Designed graphics, mockups, wireframes, prototypes, and UI/UX requirements for B2B SaaS applications.
- Translated designs into cross-browser, cross-platform solutions as a full stack agile developer.
- Created a branding and design system with a component library to enhance consistency and speed in development.
- Authored internal technical specifications and external knowledge base materials and led training sessions.
- Founded and led the employee engagement committee, encouraging interaction across a distributed environment.
- Received the 2022 Culture of Progress Core Value Leader Award and the 2021 Employee of the Year Award.

**Senior UI/UX Designer** · [Verizon](#) · 01/2018 – 11/2018

- Developed graphics, mockups, prototypes, AI flows, and UI/UX requirements for internal desktop and mobile HR and DevOps applications, learning management systems, and AI-driven chat and search features.
- Collaborated with international teams on design and technical development, resulting in \$11.2 MM in cost savings.
- Conducted UX research and testing, created visual assets, and contributed to the branding and design system.

**Senior UI/UX Designer and Developer** · [Data Paradigm](#) · 04/2008 – 10/2017

- Created websites, SaaS applications, mobile apps, graphic designs, branding and marketing materials, social media campaigns, and other visual and interactive assets as a UI/UX designer and full stack developer.
- Performed project and team management responsibilities.
- Cross-trained coworkers and authored documentation, technical specifications, and training materials.
- Led the employee engagement committee with proven results: improved morale and increased job retention.
- Recognized six times as Employee of the Month.