Gabby Staton
Product Designer

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SKILLS

UX/UI Design

User Research

UX Strategy

Information Architecture

Workshop Facilitation

TOOLS

Pen & Paper	Miro
Figma	Jira
Adobe XD	Azure Dev Ops
Sketch	Asana

EDUCATION

Troy University

B.S. Social Science, Sociology

ASK ME ABOUT

- My dogs!
- My favorite bread dough mixing technique!
- My ability to mention my Peloton in any conversation!

EXPERIENCE

UX/UI Designer

Greenshades Payroll & HCM | Austin, TX | Nov 2018 – Present

- Lead design of Greenshades' new flagship Payroll product, in collaboration with Product Managers, Engineers, Executive Leaderships, and other stakeholders. Average NPS Score of 25; More than $700k ARR within first 6 months.
- Created Greenshades Design System and other guidelines to encourage design thinking across the organization.
- Assisted with brand, marketing, and service design
- Developed user experience and customer experience strategies in order to meet company level objectives.

UX Generalist

Softway | Houston, TX | Apr 2018 – Nov 2018

- Collaborate with internal and external stakeholders to design innovative B2B and B2C tech and strategy solutions at the enterprise and retail levels.
- Created user personas, user and process flows, wireframes, prototypes, and other artifacts.
- Facilitated workshops, conducted user interviews, and other user research.
- Clients included: ExxonMobil, Brian Gavin Diamonds, and Alonti Kitchen & Catering

Business Operations Manager

Evercheck | Jacksonville, FL | May 2016- Feb 2017

- Developed Client Success, Implementations, and Account Management program to increase user adoption, retention, and advocacy of all products, applications, services and features.

Director of Operations & Experience

One Spark | Jacksonville, FL | Nov 2014 - Jan 2016

- Developed and executed strategy for an enhanced customer and stakeholder experience for a technology focused crowdfunding festival attended by more than 320,000 people, over 600 exhibitors and vendors, and various other stakeholder groups.