

KELSEY ABBATE

BRANDING, PRINT & UX DESIGNER

KELSEYABBATE.COM

EDUCATION

BFA, STUDIO ART

Michigan State University
East Lansing, MI
2007-2011

Concentrations:

Graphic Design, Printmaking

SKILLS & INTERESTS

DESIGN & PROTOTYPING

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD

WEB DEVELOPMENT

HTML/CSS/SASS
Responsive Web Development
Git/SourceTree/BitBucket
Wordpress
WP Engine

PRODUCTIVITY

Microsoft Word/Excel/Powerpoint
Google Drive/Sheets/Slides
Slack/Asana/Paymo/Highrise

PROFESSIONAL

Creative Problem Solving
Team Collaboration
Fastidious Attention to Detail
Expeditious Turnaround
Organization & Communication

INTERESTS

Branding & Brand Standards
Layout/Editorial Design
Web Design
Typography
UX/UI Design Systems
Processes & Workflows

WORK EXPERIENCE

SENIOR DESIGNER & UX STRATEGIST

Deep Fried Advertising • New Orleans, LA • 2012-present

- Lead designer and/or developer on multi-faceted individual and team projects.
- Worked directly with clients to deliver creative marketing solutions including branding, advertising, and websites.
- Projects entailed print/digital graphic design, website design & development, UX/UI strategy, and brand management.
- UX Strategy duties included sitemap/IA, wireframes and prototyping, art direction, QA, research, task management, and collaboration with dev ops.
- Developed an 8-phase process for website development to increase the efficiency, quality, and profitability of website projects. Contributed ideas and strategies for the improvement of company workflows and processes.

JUNIOR DESIGNER

Design the Planet • New Orleans, LA • 2011

- Designed print and digital graphics for both clients and internal agency use.
- Collaborated with senior team members on various print and web projects.

AWARDS & RECOGNITION

ADA LOVELACE AWARD NOMINEE: PRODUCT DESIGNER

2020 Ada Lovelace Awards • www.AdaAwards.us

GOLD ADDY

2020 American Advertising Awards • Ad Club of New Orleans
for "Audubon: Gulf Restoration Report" Book Design

BRONZE ADDY

2020 American Advertising Awards • Ad Club of New Orleans
for "MRD: Protect Their Future." Book Design

GDUSA AMERICAN WEB DESIGN AWARD

2020 GDUSA Web Design Awards
for "Envisioning Our Future Coast" website: OurFutureCoast.org

2017 GDUSA Web Design Awards
for "Restore the Mississippi River Delta" website: MississippiRiverDelta.org

AD PERSON OF THE YEAR: INTERACTIVE DEVELOPER

2016 American Advertising Awards • Ad Club of New Orleans