

KELSEY ABBATE

EXPERIENCE

2012 – present

SENIOR DESIGNER & UX STRATEGIST

Deep Fried Advertising • New Orleans, LA

Lead designer and/or developer on multi-faceted individual and team projects.

Worked directly with clients to deliver creative marketing solutions including branding, advertising, websites, and other print & digital products.

Projects entailed print/digital graphic design, website design & development, and active brand management.

UX Strategy duties included sitemap/IA, wireframes and prototyping UI design, and Art Direction with Development team.

Previous Titles / Promotions

Senior Designer & UX Strategist	2019
Designer & Developer	2014
Print & Web Designer	2012

2011 • 6 months

INTERN / JUNIOR DESIGNER

Design the Planet • New Orleans, LA

Designed print and digital graphics.

Collaborated with senior team members on various print and web projects.

AWARDS & RECOGNITION

2017

AMERICAN WEB DESIGN AWARD

GDUSA Web Design Awards

for "Restore the Mississippi River Delta" website
www.MississippiRiverDelta.org

2016

AD PERSON OF THE YEAR

"Interactive Developer" • 2016 Addy Awards Gala,
Advertising Club of New Orleans

SKILLS & INTERESTS

DESIGN & PROTOTYPING

Adobe Creative Suite: Photoshop, Illustrator, InDesign, and XD.

WEB DEVELOPMENT

HTML, CSS, Sass, Responsive Web Development, Git, and Wordpress.

Interests:

Branding, Layouts, Web Design, Typography, Design Systems and Brand Guidelines.

EDUCATION

2011

BFA, STUDIO ART

Michigan State University • East Lansing, MI

Concentrations: Graphic Design, Printmaking

KELSEYABBATE.COM