

# 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 Guidelines  
Layout/Editorial Design  
Web Design  
Typography  
UX/UI Design Systems

## 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, 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

### INTERN/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

### GOLD ADDY

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

### BRONZE ADDY

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

### AMERICAN WEB DESIGN AWARD

GDUSA Web Design Awards • 2017  
for "Restore the Mississippi River Delta" website: [www.MississippiRiverDelta.org](http://www.MississippiRiverDelta.org)

### AD PERSON OF THE YEAR: INTERACTIVE DEVELOPER

American Advertising Awards • Ad Club of New Orleans • 2016