

# 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  
Microsoft Excel  
Microsoft Powerpoint  
Microsoft Outlook  
Google Drive  
Google Sheets  
Google Slides  
Slack/Asana/Paymo  
1Password  
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

## PROFILE

I'm an award-winning Senior Designer and UX Strategist in New Orleans, Louisiana with 8+ years of experience in a fast-paced creative and interactive agency. My background in graphic design and web development allows me to work on multifaceted projects including branding, print, digital, and web. I strive to create beautiful and simplistic design solutions that effectively get the message across. I was born and raised just outside of Detroit, Michigan and moved to New Orleans in 2011.

## 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 clients and internal agency use.
- Collaborated with senior team members on various print and web projects.

## AWARDS

### 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

Addy Awards Gala • Advertising Club of New Orleans • 2016