

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

AD PERSON OF THE YEAR: INTERACTIVE DEVELOPER

Addy Awards Gala • Advertising Club of New Orleans • 2016