

Abbey Nield



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WORK EXPERIENCE

Product Designer

argodesign

2022 - Present

- Led the end-to-end design process and shipped 5 web-based products in 6 months, including discovery, research, flows, wireframes, interactive prototypes, testing, and detailed hand-off
- Led a global team of design, product, developers + stakeholders through discovery workshops and implemented roadmaps to prioritize releases within an agile development process
- Solved complexities and enhanced productivity for hundreds of users, across multiple products impacting Supply Chain Management at Sam's Club
- Designed and introduced scalable components for a global DLS, as well as developing in-house pattern libraries for team members

Product Designer + Art Director

Freelance Consultant

Side hustle from 2016 - Present

- Collaborating with small businesses, and users, to exceed business goals such as growing one business' brand awareness by 1000%
- Establishing scalable brand identity systems to ensure accessibility and inclusivity for digital, print and out-of-home applications
- Lead set designer for 2 international festival circuit short films
- Led strategy and creative for 2 podcast series, one of which resulted in over 2 million downloads and a place in the top 1% of podcasts
- Managed relationships, timelines and budgets between agencies

Associate Creative Director

Springbox, Prophet

2019 - 2021

- Contributed to a multidisciplinary team with cross-functional partners for major brands, including an Amazon Business re-launch that more than doubled their annualized sales from \$10B to \$25B
- Led creative teams through fast-paced projects from research to launch across complex B2B industries including Benefitfocus — driving 4,252 enterprise targeted account leads and an additional 4,500 website engagements, over a 4-month flight
- Partnered with key stakeholders of multiple organizations, such as Cigna and The MMRF, driving alignment between business and customer goals
- Elevated direct reports and team members during 1:1s and creative team meetings through mentorship, empathy, and two-way feedback
- Standardized asset management processes to increase efficiency and establish best practices across the agency
- Awarded Prophet's company-wide "All In" award for demonstrating that getting to great outcomes is as important as creating a healthy and inclusive team experience

Art Director

T3 (Material)

2012 - 2016

- UX and UI design for Allstate and JP Morgan Chase consumer sites
- Developed campaigns for Capital One, one Quicksilver campaign resulted in 2.5 million video views and over 2 million engagements
- Designed social content for Sprite, leading to 300% Twitter follower growth and an increased Facebook fanbase from 1.5 to 11 million

Education

Bachelor's Degree, Advertising
Texas Creative Portfolio Program:
University of Texas at Austin

UX Interaction Design: DesignLab

UX Nanodegree: Udacity

Design Systems: Figma

Google Product Design: Udacity

Master Digital Product Design: Udemy

Industry Knowledge

Product Design

Interaction Design

Wireframing

Rapid Prototyping + Testing

User Research + Interviewing

Strategy

Agile Development

Tools & Technologies

Figma, FigJam, Adobe Suite, Hotjar, Maze
UserCrowd, Lookback, Zeplin, Invision,
Jira, Confluence

Awards

B2B Marketing Elevation Award, Silver

2x GDUSA Internet Design Awards

2x Bronze Addys

Platinum MarCom Award, Social

CommArts Interactive Social, Shortlist

Summit International Creative Award

Clients

AAA, Allstate, Amazon, Benefitfocus,
Capital One, Cigna, Dell Technologies,
Driftwood Builders, Gingerwood Design,
Home Depot, JPMorgan Chase,
The Miracle Foundation, MMRF, MOF,
Reliant, Riverbend RV Park, Sam's Club,
Sit + Staycation, Sprite - Coca Cola,
Table Manners, Walmart, Which Wich