abbie simon

product + graphic designer
based in the dallas-fort worth metroplex

www.doozalbug.com

+1 817.701.9842

abbiekaysimon@gmail.com

linkedin.com/in/abbie-kay-simon/

currently,

Product Designer @ Fill in the Blank Trips Startup
Aug. 2024 - Present / Dallas, TX

Spearheading the design of a mobile app from concept to completion - design thinking methods from discovery through delivery.

Developing a comprehensive design strategy + system, establishing a cohesive visual language to ensure consistency across the app.

Creating and rapidly iterating on MVP user flows and building out desired app features that simplify and transform the group travel planning experience.

previously,

Web Designer @ MoneyGram International's UX COE
Jun. 2023 - Aug. 2023 / Remote / Summer Intership

I worked to transform the existing US web domain from a global remittance and bill pay service to a financial services destination. This included new products such as Crypto Wallets (custodial and non-custodial), sponsored online banking, marketplace products, and new loyalty programs.

Learned and leveraged a product discovery process: performing competitive analysis to create and assess new product personas, key feature analysis, and how business communicated the initial value on the web domains.

Completed detailed journey maps and user flow diagrams which guided design decisions to be aligned with user needs, which led to the production of a prototype that introduced the new products, and that addressed existing pain points.

Visual + Graphic Designer @ Art Feeds
Jun. 2022 - Jul. 2024 / Part-Time Staff / Fayetteville, AR

Starting as an intern in the summer of 2022, I earned a part-time employment role where I actively contributed to brainstorming and creative strategy discussions, offering input that drove brand recognition and increased social media engagement through targeted, on-brand content creation, boosting overall brand presence.

Creative directed and produced product photography that contributed to product and curriculum presentation on Art Feeds' website and in Shopify.

additionally...

Freelance - Graphic, Web + Product Design, Photography + Illustrations
Jan. 2021 - Present / Remote

I've worked as a freelance creative for 3+ years, taking on clients from different industries, each offering unique projects and growth as a design professional.

Currently, I'm illustrating 3 children's books and working on a brand guide for a newly emerging creative agency.

objective

Recent graduate who is highly motivated, quick to adapt, and skilled at both working independently and in collaborative work environments. Seeking to apply my problem-solving skills and creative thinking in a design role that allows me to develop my craft and contribute to impactful projects that enhance user experiences and the company's brand.

education

University of Arkansas / Bachelor of Arts
Aug. 2020 - Jul. 2024

Major: Studio Art, Emphasis in Graphic Design
Minors: Art History + Psychology
GPA: 3.99.

awards

Fulbright College Dean's List: Received 8 times (for maintaining a 3.75 GPA or higher in 12+ hours)

Chancellor's List: Received 7 times (for maintaining a 4.00 GPA in 12+ hours).

Honors Scholarship: 4 Year Grant, 1 Time Recipient (based on merit, need + GPA)

School of Art Scholarship: 1 Year Grant, 3 Time Recipient (based on portfolio, need + GPA)

toolbox

Graphic Design Tools and Skills:
Adobe Illustrator, Photoshop, InDesign, Fresco, AfterEffects + DSLR Photography / Equipment
Brand Identity, Identity + Design Systems

Product Design Tools & Skills:
Figma, Miro, Adobe XD
Design Thinking, User Centered Design

Product & Design Discovery:
Generative and evaluative research (moderated, unmoderated)

Product Design Delivery:
Persona creation, journey mapping, Process / flow diagrams, Low fidelity wireframing, High fidelity design, Prototyping

Web Design Tools & Skills:
Visual design, HTML5, CSS3

Office Tools: MS Office, Trello, Asana, Slack