abbie simon

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

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experience

Visual Designer @ K-12 Inc.
May. 2025 - Present / Contract / Remote

Design visual assets for paid media, email marketing, organic social, and branded campaigns, translating creative direction into cohesive, audience-focused content across channels.

Redesigned the email design system in collaboration with developers, creating new modules and components to improve consistency and expand reusable design capabilities.

Developed reusable social media templates and design resources to help cross-functional teams create on-brand assets efficiently and consistently.

Partner with stakeholders and the Head of Design to refine creative concepts, incorporate feedback, and deliver high-quality visual content aligned with brand identity and strategic goals.

Head of Product Design @ LFG Travel, Inc.
Aug. 2024 - Aug. 2025 / Contract / Prosper, TX

Owned the end-to-end design of a mobile app that reimagines group travel planning, from discovery through delivery.

Created the product's design system, visual language, and core user flows to support Beta and MVP development. Created marketing assets to be shared on social channels.

Conducted user research and usability testing to inform design decisions and continuously improve user experience.

Collaborated closely with product managers, developers, and dev-ops in an Agile environment to align design with product strategy, technical feasibility, and sprint goals.

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

Transformed the US web domain to support new financial products including crypto wallets, online banking, and loyalty programs.

Conducted competitive analysis and contributed to product personas, feature mapping, and web value propositions.

Created journey maps and user flows, leading to a prototype that addressed major user pain points and introduced new features.

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

Began as a summer intern and transitioned to part-time staff, contributing to creative strategy and brand engagement.

Directed product photography for web and Shopify use, enhancing presentation of curriculum and merchandise.

Produced targeted, on-brand content that increased engagement across social platforms.

objective

Graphic and visual designer with experience across brand identity, digital marketing, and web design. Passionate about creating cohesive visual systems and compelling designs that bring brands to life, communicate ideas clearly, and connect with audiences.

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 XD, Illustrator, Photoshop, InDesign, Fresco, AfterEffects + DSLR Photography / Equipment
Brand Identity, Identity + Design Systems

Product Design Tools & Skills
Figma, Miro
Design Thinking, User Centered Design

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

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

Web Design Tools & Skills
Visual design, HTML5, CSS3
Office Tools: MS Office, Trello, Asana, Slack, Jira, Air Table

