



HEY@ABBYLOVES.DESIGN

617.821.8638

WWW.ABBYLOVES.DESIGN

SKILLS

- ⚡ Workshop Facilitation
- ⚡ Mentorship
- ⚡ Design Strategy
- ⚡ User Testing
- ⚡ Research
- ⚡ AI Integration
- ⚡ Heuristics Analysis
- ⚡ DesignOps
- ⚡ Team Building

TOOLS

- ⚡ Figma
- ⚡ Adobe Creative Suite
- ⚡ Jira / Confluence / Trello
- ⚡ Claude / ChatGPT
- ⚡ Amplitude / Tableau
- ⚡ UserTesting / Lyssna

EDUCATION

NN/Group

2024

Journey Mapping to Understand Customer Needs

IDEOU

2019

Cultivating Creative Collaboration

NEIA

2005

Web Design & Graphic Design

UMass Boston

2000

BA | Magna Cum Laude

Abigail Borden

PROFESSIONAL PROFILE

Design leader with two decades of experience across design strategy, product design, user experience design, and design leadership. Skilled at visual, conceptual and diplomatic communication. Organized hard worker with strong follow through.

EXPERIENCE

Cars Commerce

Senior Manager, Product Design | May 2022 - April 2026

Facilitated user journey, design thinking, and agile inception workshops. Ran team meetings for a design team of 18. Managed and mentored direct reports. Worked with Product Managers and Engineers on strategic design projects and product improvements. Implemented happy hours, coffee chats, and other creative and social activities. Built analytics dashboards.

DealerRater

Creative Director | April 2019 - May 2026

Built and maintained design system for iterative implementation into interfaces. Managed contract designers. Designed systems for content moderation, gathering and implementing user feedback from the customer service team, and data visualization dashboards.

Senior UI Designer | September 2015 - April 2019

Defined and managed the visual aesthetic, user interface, and user experience for three complex interfaces and one app. Developed and maintained brand guidelines. Defined and performed user tests.

Harmonix Music Systems

Senior Web Designer | March 2009 - August 2015

Created user experience documentation for digital interfaces including flow charts, personas, wireframes and user journeys. Designed user interfaces for mobile games. Worked with game teams to define web features based on publishing goals. Defined web strategies based on changing team bandwidth and project needs. Created style and front end development guidelines for designers and developers. Defined and built a responsive framework for the corporate website. Wrote and managed the HTML and CSS for several interfaces

Zoom Information

Web Graphic Designer | May 2007 - December 2008

Worked with the front end team to design the user experience and to transition the HTML and CSS from a table-based layout to standards-based code. Designed new products from workflows and wireframes to mockups and style guidelines. Performed user testing and solved usability problems. Worked with product managers to develop use cases and personas, and to align business goals with user needs

Ruby Too Design

Freelance Web Designer | 2006 - 2010

Designed and built small business websites in Flash and HTML/CSS. Designed logos and other digital branding and marketing assets. Advised clients on strategies for their online presence.