

abigail borden

QUALIFICATIONS

- 13 years of Web/UX design experience
- Skilled at visual, conceptual, and diplomatic communication
- Organized, hard worker with strong follow through
- 19 years of creative, production, and administrative experience in the educational multimedia, film, gaming, and technology industries

SKILLS & TOOLS

Sketch, Photoshop, Illustrator, HTML, CSS, Dreamweaver, responsive design, interaction design, Visio, Omnigraffle, wireframing, flow charting, user testing, Invision, content strategy, design systems, prototyping, typography, iconography

WORK HISTORY

DealerRater

Creative Director

Apr 2019 - Present

Senior UI Designer

Sep 2015 - Mar 2019

Define and manage the visual aesthetic, user interface, and user experience for three complex interfaces. Develop and maintain brand guidelines. Define and perform user tests. Build and maintain design system, brand guidelines, and content and creative strategies for iterative implementation into interfaces. Manage contract designers. Work with internal teams on maintaining design and content consistency for print and digital assets. Create templates and documentation for internal design and content standards and processes. Work with developers to define front end class system to increase visual consistency on our suite of digital products.

Harmonix Music Systems

Senior Web Designer

Mar 2009 - Aug 2015

Defined the visual ID for all web presences. Created user experience documentation for digital interfaces including flow charts, personas, wireframes and sitemaps. Designed user interfaces for mobile titles. Worked with game teams to define web features based on publishing goals. Defined new web strategies based on changing team bandwidth and project needs. Created style and front end guides for designers and developers to follow. Produced brand assets for social media and promotional materials. Defined the responsive framework for the corporate website.

Zoom Information

Web Graphic Designer

May 2007 - Dec 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. Coordinated with software engineers to develop functional specification documents. Performed user testing and solved usability problems. Worked with marketing to maintain brand continuity. Worked with product managers to develop use cases and personas, and to align business goals with user needs.

Ruby Too Design

Freelance Web Designer

May 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.

EDUCATION

The New England Institute of Art, Brookline, MA 2006

Certificates: Graphic Design, Web Design, Advanced Web Design

B.A. University of Massachusetts, Boston, MA 2000