

Abigail Borden

TOOLS & SKILLS

- Figma
- Sketch
- Photoshop
- Illustrator
- Invision
- MouseFlow
- Usertesting.com
- HTML
- CSS
- Responsive design
- Interaction design
- Wireframing
- Flow charting
- User testing
- A/B testing
- Content strategy
- Design systems
- Prototyping

EDUCATION

IDEO U

Certificate | 2019

*Cultivating Creative
Collaboration*

New England Institute of Art

Certificates | 2005 - 2006

*Graphic Design
Web Design I & II*

UMass Boston

BA | 2000 *Magna Cum Laude*

ABOUT ME

Senior Product Design Manager with 17 years experience in product design, user experience design, design strategy and design leadership. Skilled at visual, conceptual and diplomatic communication. Organized hard worker with strong follow through.

www.abbyloves.design

WORK EXPERIENCE

Cars.com

Senior Manager, Product Design | May 2022 - Present

Manage, mentor, and support direct reports. Work with the design leadership team to create psychological safety and collaborative culture on the design team. Build and manage atomic design system and component system in Figma. Provide creative direction and oversee all design work for the DealerRater brand (a Cars.com brand). Work with Product Managers on strategic design projects and product improvements. Oversee and implement testing and data gathering to define, target, and solve friction in our interfaces.

DealerRater

Creative Director | Apr. 2019 - May 2022

Built and maintained design system for iterative implementation into interfaces. Managed contract designers. Designed a system for gathering and implementing user feedback from the customer service team.

Senior UI Designer | Sept. 2015 - May 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

Senior Web Designer | Mar. 2009 - Aug. 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 - 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. 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.