

abbie simon

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

currently, _____

Graphic Designer @ Stride/K-12

Jun. 2025 - Present / Contract / Remote

Partner with stakeholders and the Head of Design to develop high-impact visual content aligned with strategic goals and brand identity.

Design assets for paid media, email, organic social, UX/UI, and branded campaigns using Figma and Adobe Creative Suite, ensuring consistent brand execution across channels by translating creative direction into compelling, user-focused designs.

Collaborate with cross-functional teams in a fast-paced environment, contributing to feedback loops and iterative design reviews.

Head of Product Design @ LFG Travel, Inc.

Aug. 2024 - Aug. 2025 / Contract / Prosper, TX

Own 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.

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

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

previously, _____

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.

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objective _____

Multidisciplinary designer with experience across product, graphic, and brand design. I'm passionate about crafting intuitive, user-centered experiences and visually cohesive content that tells a compelling brand story. Seeking to contribute to creative, collaborative teams where thoughtful design makes a measurable impact.

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

