Logo

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**Ad Age B2B Best Award 2016**, *Best Branded App*

**B2B Brave Award 2016**, *Best Integrated Content Campaign*

Part of team to help win **Inc. 5000 Award 2018:**

*Nokē 5000 Fastest Growing Companies in USA*

**CES Best Booth Design 2013**

**2013 Addy Award**, *Silver*

**2012 Addy Award**, *Silver*

**2012 Best In Biz Award**, *Bronze:*

*ZAGG / Marketing Department of the Year*

**2011 Addy Award**, *Gold*

BFA with Honors, Visual Communications

Minor in Painting

**University of Delaware / 1996**

Fine Art Study Abroad Program

**Regents University London, School of Design / 1995**

Performance Certification, Afro-Cuban Percussion

**Berklee College of Music / 1999**

**EDUCATION**

**SKILLS**

**ACHIEVEMENTS**

Adobe Creative Suite

Microsoft 365

UX/UI Design

Team Leading and Building

Digital Content Creation

Creative Strategy

Brand Building

Print

Packaging

Copy Writing

Editing

Illustration

Product Design

Photography

Events

**Associate Creative Director // MRM McCann**

Salt Lake City, UT, 2014 – 2017

* Collaborated with Group Creative Director, strategy team, copy writers,

photographers, and videographers on the development and execution of award-winning digital content creation for companies such as: United States Postal Service, Verizon, Cisco, McCann, Panasonic, and local businesses

* Established art direction, UX creative direction, and brand tone of communication for projects such as: content marketing, digital engagement, customer relationship management, lead generation, corporate presentations, AR apps, conference assets, and branding for over 100+ projects
* Used data provided by strategy team to design and produce over

50 infographics and data visualization projects for multiple Fortune 500 companies

* Creative directed 2 national videos for USPS sales force
* Designed an AR marketing campaign for USPS that

increased the use of USPS election marketing services by 20%

* Collaborated with creative team and spent 9 months

designing and implementing an ROI impact app for USPS

Sales force that won Best B2B App of the year from Ad Age

* Collaborated with team to design and launch omni-channel

national USPS election campaign that won B2B Brave Award:

Best Integrated Content Campaign of the Year

* Mentored younger creatives in their professional development
* Researched current design trends,

client culture, and relative, competitive industry work

**Creative Director // Nokē Inc.**

Lehi, UT, 2017 – 2023

* Played key role in company growth from

7 person start up to a multi-million-dollar acquisition

* Increased lead generation by over 200% in year one by producing

content across multiple digital marketing channels and campaigns

* Contributed to securing funding worth upwards of $2.5 million by developing

and designing initial pitch offerings based on market analysis and brand positioning

* Instrumental in the win of Inc. 5000 Award: 5000 Fastest Growing Companies in USA
* UX / UI creative direction and design for 2 end-to-end SaaS company apps
* Designed all digital assets and wrote copy for 30+ page company website
* Designed and executed complete rebrand to position

company as global leader in smart, industrial, access control

* Developed and implemented sales and marketing tools to build

strong relationships with investors and partner companies such as:

CMACGM, Nest, Assa Abloy, Verizon, Abus, Chevron, Disney

* Provided creative direction and management for multiple

brand/product videos including script writing, storyboarding,

curating talent and voice overs, arranging shoots, and managing budgets

* Collaborated with owners, hardware team,

and dev teams to successfully market 5 products

* Managed all social media content creation and implementation

including: LinkedIn and Facebook adding over 1000k followers

**EXPERIENCE**

**Creative Director // Pryde + Johnson**

Seattle, WA, 12.2004 – 10.2009

* Managed marketing and sales deliverables for 3 new construction,

LEED® Certified, multi-million-dollar, residential communities in Seattle, WA

* Coordinated creative direction and production of all creative

assets across multiple, external, and internal design teams responsible for:

-Graphic and web design -Media placement and buying

-Photography and videography -Copywriting

-Interior and architectural design -Presentation center design

-Landscape design -Public art installations

-Event planning and management -Environmental and way finding design

* Designed and managed the construction of 2 community presentation

centers that functioned as LEED® educational hubs, and communicated

to buyers the design aesthetics, lifestyle, and finishes of the projects

* Hired web design team and oversaw creative implementation of 4 complete websites
* Created and monitored project schedules and budgets as determined by owners
* Developed and executed contracts between organization and outside creative vendors
* Planned and managed over 20 public events to attract

buyers and interest the community in green-based living principles

* Selected artists, worked with the city on permitting, and managed design, creation,

and installation, of 6 public artworks built on the project properties or adjacent to them

* Collaborated with interior and landscape designers to select

interior/exterior finishes, paint colors, building signage, and landscaping for all properties

**EXPERIENCE**

**Creative Director // ZAGG Inc.**

Salt Lake City, UT, 2009 – 2014

* Directed and designed cross-platform marking campaigns that

generated a revenue increase of $750k to $256 million over 3 year period

* Coordinated creative direction across local and international offices, and recruited national design

talent to successfully build award-winning creative team, growing from 2 to 14 members within 2 years

* Managed and directed design team responsible for delivering more than 2,000 retail assets annually
* Developed direction for new consumer packaging,

for all proprietary brands, including products with over 300 SKUs

* Designed and successfully opened first flagship retail store in downtown Salt Lake City, Utah
* Designed and directed production of a 2 story, 50’ x 50’

trade show booth for CES and won prestigious CES booth design award

* Creative directed and managed massive flagship product “Invisible Shield” rebrand,

while maintaining established recognition as original, global category creator of mobile screen protection

* Delivered consistent and on-time roll-out of creative

assets for more than 200 mall cart programs across the country

* Aligned multi-disciplinary creative functions that supported

strategic marketing plans within a fast-paced, creative department

* Managed estimates, budgets, and annual media spend for creative department

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