



BRONWEN ABBATTISTA

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As an artist and designer, in the last several years, I've tackled user-centered product design initiatives and complex consulting challenges. My current brand design emphasis utilizes my background in graphic design and art direction. I find joy in creating art for a purpose, composing ordered brand systems from chaotic beginnings, and nurturing productive client communication.

Some notable past projects include crafting a brand identity for employee resource groups at Pivotal Labs and launching a sister company at Chairish. Working with employee resource groups challenged me to find a mark to unify diverse representation, including women, Black employees, and parents. As the sole product designer at Chairish during the launch of DECASO, a marketplace for certified art objects, I was intimately involved in the translation of agency creative to a beautifully functional website and app.

Companies I've worked with range from large to not-so-large and many in between. To list a few: United States Air Force (USAF), Visa, Boeing, Albertsons, GoDaddy, GAF Energy, US Navy (NAVAIR), CoreLogic, Kaiser Permanente.

SKILLS

Adobe Creative Suite, Figma, Illustration (Hand-Drawn & Vector), Brand Identity, Logos, Icons, Typography, Websites, Apps, Art Direction

SENIOR DESIGNER

Pivotal Labs, Nov 2017 - Jan 2020

Consulted with clients on many projects. Collaborated with product and engineering to design, build, and test.

SENIOR PRODUCT DESIGNER

Chairish, June 2016 - Nov 2017

Supported engineering as sole designer. Launched new products for sister company. Managed contractors.

UX DESIGNER

Redshift Digital, Aug 2015 - May 2016

Presented and delivered client projects in highly iterative agency environment.

DESIGNER

Pivotal Labs, May 2015 - July 2015

Collaborated with dev, PM, and client on data-driven challenge. Delivered clickable visual prototype, style guide.

PRODUCT DESIGNER

PopSugar, Dec 2014 - Feb 2015

Worked from brief through execution to deliver conceptual and creative UI.

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EDUCATION

General Assembly UX immersive

Goddard College (Education)

Metropolitan State College of Denver (Communication Design)