



# ALEXANDRA ABBOTT

## EXPERIENCE DESIGNER

## PROFILE

I am a qualified and professional experience designer with almost three years of experience with both virtual and physical UX/UI design. I love being a part of a team and forming connections with both my coworkers and clients. I am always looking for opportunities to grow my skill sets and learn from others while also bringing my sense of humor and knowledge into every interaction.

## EXPERIENCE

### PLAY HENRY - EXPERIENCE DESIGNER (REMOTE)

**NOVEMBER 2023 - JANUARY 2024**

- Conducted market research to best advise Play Henry on how to position themselves in the pickleball community
- Applied strategic thinking when choosing which local tournaments would increase Play Henry's visibility
- Used Photoshop to help clients visualize their rebranded retail tent in real life

### TEAM ENOUGH - EXPERIENCE DESIGNER RICHMOND, VA

**OCTOBER 2023 - NOVEMBER 2023**

- Collaborated with teammates and client to produce a new campaign targeted toward members of Gen Z
- Conceptualized an activation event to reach over 40,000 spectators at major college sporting events that would raise awareness for the organization and gain new members
- Analyzed the market for the most cost-effective merchandise suppliers that could become future partners for movements and events

### CHRISTOPHER NEWPORT UNIVERSITY - DEI MARKETING INTERN NEWPORT NEWS, VA

**AUGUST 2021 - MAY 2022**

- Designed 15 compelling, cohesive graphics monthly with keen attention to detail and inclusive language
- Incorporated accurate historical information that highlighted the history of different marginalized groups in a professional and unbiased manner

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- ✉️ aabbott0828@gmail.com
- 🌐 aabbott.net
- 📍 Richmond, VA (open to relocation)

## EDUCATION

### MASTER OF SCIENCE - ADVERTISING

VCU BRANDCENTER

**2022 - PROJECTED 2024**

### BACHELOR OF SCIENCE - MARKETING

CHRISTOPHER NEWPORT UNIVERSITY

**2018 - 2022**

## SKILLS

- Visual Design
- Product Design
- Website Design
- UX/UI Design
- 2D/3D Modeling
- Effective Communication
- Attention to Detail

## TOOLS

- Adobe Creative Suite
- Figma
- Wix
- Canva