

## Abigail Ramirez-Kumar

A versatile and technically proficient product designer with 4+ years of experience in crafting engaging and impactful visuals across a variety of mediums. Skilled in creative problem-solving, user-centered web and mobile design, and building design systems. Seeking to leverage these skills to complete complex end-to-end design challenges, bring innovation to design processes, and mentor emerging designers.

[abigailkumar.com](http://abigailkumar.com)

312-363-9539

aekumar10@gmail.com

## EXPERIENCE

### Senior Product Designer

INDEPENDENT CONTRACTOR | JAN 2022 - PRESENT

- » Leading the end-to-end design process, from research and planning, to crafting user flows, wireframes, to high-fidelity designs with extensive behavior documentation for mobile, tablet, and web platforms.
- » Interacting with stakeholders to align business needs with design solutions.
- » Building animations and interactive prototypes in Figma and Rive.
- » Working with Upstory, CareCentra, and FortifyDigital.

### Product Designer

NOWSTA | NEW YORK, NY (REMOTE) | JAN 2022 - JUL 2023

- » Collaborated with customers, sales, engineers, and product managers, as the design lead for 3 large-scale product features for responsive workforce management web app and corresponding mobile app.
- » Conducted customer calls, drove planning, generated wireframes and interactive prototypes, and delivered annotated production ready designs, to align product features with company goals and customer expectations.
- » Managed 1 designer, mentored 2 designers, and conducted interviews resulting in hiring 2 members of the design team.
- » Maintained and grew a 192 component, 250 style design library in Figma that was used daily by designers and referenced by developers.

### Product Designer

MYA SYSTEMS | SAN FRANCISCO, CA | FEB 2019 - SEP 2020

- » Spearheaded the design of 3 major self-service product features that enabled customers to create a conversation template for an AI recruiting chatbot, launch a campaign to recruit respective candidates, and generate analytics related to recruiting initiatives.
- » Created dozens of interactive prototypes, explainer videos, and animations to communicate product usage to both team members and 20-30 customers.
- » Produced 30+ sales and marketing assets used in Series C fundraising round (\$18.75M raised) and customer acquisition and created 60 second video ad shown to over 10,000 potential customers at HR Tech conference.

### Videographer & Editor (Behind the Scenes)

THE CHOSEN (TV SHOW) | OCT 2020 - MAY 2021

- » Captured behind the scenes footage and edited 3-5 minute recap videos for each day of filming.
- » Released 40 videos that earned 15+ million views across three social platforms and collaborated with the director and showrunners to grow online presence.

## SKILLS

UX RESEARCH + DESIGN  
RESPONSIVE UI DESIGN  
WEB & MOBILE APP DESIGN  
DESIGN THINKING  
MOTION GRAPHICS  
INTERACTION DESIGN  
WEBSITE DESIGN  
FRONT END DEVELOPMENT  
VIDEOGRAPHY + EDITING  
VISUAL STORYTELLING

## SOFTWARE

FIGMA  
RIVE  
ADOBE CREATIVE SUITE  
WEBFLOW  
SKETCH  
INVISION

## DEVELOPMENT

REACT  
JAVASCRIPT  
HTML/CSS

## PASSION PROJECTS

### *Out of Body*

VIDEO GAME | 2016 - PRESENT

### *Ladyfinger*

SHORT FILM | FLORENCE, ITALY | 2018

## EDUCATION

### UIUC | 2014 - 2018

BFA GRAPHIC DESIGN  
MINOR COMPUTER SCIENCE

LdM Institute, Florence | Spring '18