



## CONTACT

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804-296-4322  
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www.abbywalter.com

## SKILLS

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Creative Concepting, Illustrations,  
Drawing, Interactive Storytelling,  
User Experience, User Interface,  
Product Design, Prototyping,  
Personas, Ecosystem Maps, User  
Journeys, Wireframing,  
Video Editing

## TOOLS

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Adobe InDesign, Illustrator,  
Photoshop, After Effects, Framer,  
Sketch, Axure, Principle, InVision,  
HTML5 & CSS3, Bootstrap, Final  
Cut Pro X, 3D Printing, Laser  
Cutting, Keynote

## WORK EXPERIENCE

**MARKER SEVEN** *Oct. 2017 – Present*  
Product Designer  
Create personas, conduct user research, wireframe, and design new web products for brands such as PBS and Genentech

**MOXIE INTERACTIVE** *June 2017 – Sept. 2017*  
Art Director  
Concepted TV, digital, and social ideas for Chick-fil-A and Nutrish

**THE MARTIN AGENCY** *June 2016 – Aug. 2016*  
Experience Design Intern  
Concepted and designed physical and digital experiences

**CLAIRE'S COOKING LAB** *May 2015 – Present*  
Freelance Designer  
Developed branding for Claire Hollingsworth, Chopped  
Junior champion

**JAMES MADISON UNIVERSITY** *Aug. 2014 – May 2015*  
Graphic Designer  
Designed print material and social media assets for JMU's Public Affairs Office

## EDUCATION

**VCU BRANDCENTER** *2017*  
M.S. in Business/Branding  
Experience Design

**JAMES MADISON UNIVERSITY** *2015*  
B.A. in Media Arts & Design Concentration in Converged Media  
Minor in Studio Art  
Summa Cum Laude