



CONTACT

804-296-4322
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www.abbywalter.com

SKILLS

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

TOOLS

Adobe InDesign, Illustrator, Photoshop, After Effects, XD, Premiere, 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

I wireframe and design high-fidelity, interactive prototypes for online products. At M7, I've developed eight different products. They vary from educational tools for companies like PBS to internal marketing platforms for companies like Genentech. Additionally, I conduct user interviews, develop personas, user journeys, and other research prior to design.

VIRGINIA COMMONWEALTH UNIVERSITY

Aug. 2018 – Present

Adjunct Professor

Each semester, I teach Marketing Design Tools to upperclassmen at the VCU business school. They learn Adobe Illustrator, InDesign, Photoshop, XD, Premiere, and After Effects along with basic design skills.

MOXIE INTERACTIVE

June 2017 – Sept. 2017

Art Director

I conceptualized and designed national TV, digital, and social ads for Chick-fil-A and Nutrish

THE MARTIN AGENCY

June 2016 – Aug. 2016

Experience Design Intern

For a variety of non-profits, I conceptualized and designed physical and digital experiences

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 Art
Summa Cum Laude