



CONTACT

804-296-4322
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www.abbywalter.com

SKILLS

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

TOOLS

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

EXPERIENCE DESIGNER *June 2019 – Present*
RedPeg Marketing
Design interactive, physical experiences and stunts for a variety of brands such as GEICO, Virginia Lottery, Carter's, Chanel, and more

ADVERTISING INSTRUCTOR *Aug. 2019 – Present*
Virginia Commonwealth University School of Media & Culture
Teach copywriting, media innovation, story, and a strategic portfolio class to advertising students as well as PR and Journalism

PRODUCT DESIGNER *Oct. 2017 – June 2019*
Marker Seven
Designed the user experience and user interface for new web products for brands such as PBS and Genentech
Created interactive, clickable prototypes and develop personas, user stories, sitemaps, conduct card sorts

ADJUNCT PROFESSOR *Aug. 2018 – May 2019*
Virginia Commonwealth University School of Business
Taught Marketing Design Tools, where we learn basic design principles and the Adobe software including InDesign, Illustrator, Photoshop, XD, Premiere, and After Effects

ART DIRECTOR *June 2017 – Sept. 2017*
Moxie
Concepted and executed TV, digital, and social ideas for Chick-fil-A and Nutrish

EXPERIENCE DESIGN INTERN *June 2016 – Aug. 2016*
The Martin Agency
Concepted 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 Studio Art
Summa Cum Laude