



Aa Design Lead +
Creative Manager

Contact

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- LinkedIn

Skills

- Expert knowledge of industry software (Figma + Adobe CC)
- Cross-platform campaign solutions
- UX/UI + Website design
- Creative brand positioning
- Typography, color theory, illustration and brand design
- Strategic thinker and problem solver
- Dedicated creative team leadership

Tools

- Figma + Adobe CC
- Microsoft Office Suite / G-Suite
- Airtable / Asana
- Various AI platforms

Education

Bachelor of Science (BS)
Visual Communication Design
Arizona State University

UX Design Institute
UX/UI Design Program
Received certificate of completion

I'm **Abby Aarestad**, a PDX-based Creative Director and Design Leader who enjoys building from the ground up and thrives in the messy middle – where ideas take shape, systems come to life, and teams hit their stride.

Experience

Design Lead

April 2022 – Present

Thesis.agency | Portland, OR

- Clients: Adobe, Taco Bell, Nike, Embark Savings
- Lead design direction and execution across brand, marketing, and digital initiatives including email, web, and motion.
- Utilize deep knowledge of design theory (color, type, and layout) to produce and manage creative strategies for various digital projects (email, web, motion) and cross-platform marketing campaigns on high-profile global accounts.
- Lead small, focused teams while reviewing and providing feedback on visual designs to maintain brand standards, design ethos, and alignment with project goals.
- Maintain a detail-oriented approach to project management, ensuring timely delivery while embracing ambiguity and adapting to a fast-paced design environment.
- Pitch, present, and sell ideas with clarity and confidence to senior and C-suite stakeholders.

Senior Designer

Oct 2021 – March 2022

Pinnacle Marketing Group | Portland, OR (Remote)

- Clients: Grammarly Business, Meta, Samsung
- Developed concepts and digital marketing cross-platform campaigns that fueled B2B experiences including emails, direct mail, landing pages, micro-sites, infographics, paid social, presentations, ebooks, and other collateral.
- Translated business needs into engaging B2B solutions that capture brand and market positioning.
- Collaborated with cross-functional teams, supporting creative operations to execute relevant and intentional designs using brand identity systems.
- Executed visual storytelling through graphic design (typography, composition, layout) and animation for digital mediums.
- Ensured consistency in brand voice, style, and messaging across all creative assets and channels, and curate a best-in-class consumer journey.

Senior Creative Manager

Feb 2018 – Oct 2021

Quadmark | Chandler, AZ (Remote)

- Clients: HP, AWS, Google, Uber, PayPal, Samsung
- Collaborated with a cross-functional team of content developers, animators and designers to develop motion graphics, interactive e-learning, and various digital experiences.
- Ensured brand consistency, maintained/managed creative resources and mentored small team of designers and interns.

Communications Designer

Nov 2015 – Feb 2018

Nike | Beaverton, OR

- Executed and designed creative materials across various print and multimedia channels for Nike's Advanced Innovation department and entrepreneurial hub, Valiant Labs.
- Worked closely with Communications Director and internal creative teams to develop brand standards, internal collateral and design templates.
- Amplified internal communications skills and practices related to typography, imagery and visual storytelling.