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ABBY AARESTAD

Contact

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Skills

- Creative Direction
- Brand Strategy
- Design Systems
- Cross-Platform Campaign Design
- Typography & Color Theory
- UX/UI Design
- Motion Direction
- Team Leadership & Mentorship
- Creative Operations

Tools

- Figma + Adobe CC (expert level)
- Various AI platforms
- Microsoft Office Suite / G-Suite
- Airtable / Asana

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 with 16 years of experience leading brand, campaign, and digital design for global accounts. I specialize in building design systems, directing cross-functional teams, and delivering creative that's both visually sharp and strategically grounded.

Experience

Design Lead

April 2022 – Present

[Thesis.agency](#) | Portland, OR

- Clients: Adobe, Taco Bell, Nike, Embark Savings
- Led creative direction for the Embark brand relaunch (2024), delivering a full rebrand, integrated paid media and DOOH campaign that generated **8.6M brand impressions**, 113K web visits, 1K+ social engagements, and 24 transit placements across Portland metro.
- Directed paid campaign creative for Embark's Tax Season push (Feb–Mar 2026), driving 6.9M impressions and 2.2M reach (**705% over benchmark**) with 21K clicks (30% over benchmark) and 52.8K page engagements.
- Lead and mentor a team of 1-3 designers across high-profile global accounts, overseeing creative direction, brand strategy, and cross-platform campaign execution spanning email, web, and motion.
- Pitch and present concepts to senior and C-suite stakeholders, translating business objectives into compelling design solutions while managing multiple projects in a fast-paced agency environment.

Senior Designer

Oct 2021 – March 2022

[Pinnacle Marketing Group](#) | Portland, OR (Remote)

- Clients: Grammarly Business, Meta, Samsung
- Designed the end-of-year "Word of the Year" demand generation campaign for Grammarly Business, contributing to results that **broke all prior company campaign records** and **won a Platinum MarCom Award**.
- Executed a multi-touch creative suite spanning a conversion landing page, four-email drip campaign, organic social content, direct mail, and blog creative — helping drive MQL conversion 67% above goal.
- Collaborated with a cross-functional team of seven across strategy, copy, and design to deliver a high-stakes campaign under a two-week brief window during a critical account growth period.

Senior Creative Manager

Feb 2018 – Oct 2021

[Quadmark](#) | Chandler, AZ (Remote)

- Clients: HP, AWS, Google, Uber, PayPal, Samsung
- Led creative production across motion graphics, interactive e-learning, and digital experiences for a portfolio of global enterprise clients in the B2B space.
- Ensured brand consistency across all deliverables while managing creative resources and overseeing a small team of designers and interns.

Communications Designer

Nov 2015 – Feb 2018

[Nike](#) | Beaverton, OR

- Designed creative materials across print and multimedia channels for Nike's Advanced Innovation department and entrepreneurial hub, Valiant Labs.
- Partnered with the Communications Director and internal creative teams to develop brand standards, internal collateral, and design templates used across the organization.
- Strengthened internal communications through applied expertise in typography, imagery, and visual storytelling.