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ABBY AARESTAD

Contact

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- LinkedIn

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
- 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

Design Leader with 16 years of experience shaping identities, campaigns, and digital experiences for global brands. I specialize in building thoughtful design systems, translating strategy into meaningful creative, and collaborating with cross-functional teams to create work that connects with people and strengthens brands.

Experience

Design Lead April 2022 – Present
Thesis.agency | Portland, OR

- Clients: Adobe, Taco Bell, Nike, Embark Savings
- Direct brand, marketing, and digital design across email, web, and motion for high-profile global accounts including Adobe, Taco Bell, and Nike.
- Develop and manage creative strategies for cross-platform campaigns, applying deep expertise in color, typography, and layout to ensure visual consistency and brand integrity.
- Led and mentor focused teams of 1-3 designers, providing creative direction and feedback to maintain quality and alignment with project goals.
- Pitch and present creative concepts with clarity and confidence to senior and C-suite stakeholders, translating business objectives into compelling design solutions.
- Manage multiple projects simultaneously in a fast-paced agency environment, balancing ambiguity with a detail-oriented approach to ensure timely delivery.

Senior Designer Oct 2021 – March 2022
Pinnacle Marketing Group | Portland, OR (Remote)

- Clients: Grammarly Business, Meta, Samsung
- Designed the end-to-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.
- Contributed to an email program that outperformed all other demand gen campaigns by 32% CTOR, through strong visual storytelling and consistent brand execution across touchpoints.
- 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
- 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.