

Abigail McFarlane

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EDUCATION

**KENDALL COLLEGE OF
ART AND DESIGN**
BFA Digital Media
Graduated Dec 2016

SKILLS

Sketch
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
InVision Prototyping
Wireframes
User Personas
User Journeys
Motion Graphics
Project Management
Customer Service

EXPERIENCE

USER EXPERIENCE DESIGNER Jan 2017 - Present
CQL Corp

By identifying goals and behaviors of end-users along with benchmarking current websites and apps, I am able to create a more efficient, user-friendly, and aesthetically pleasing solution for our clients. Starting from pre-sales and user interviews, I lead a project from user journeys and requirements research, to wireframes, and fully branded creative comps.

USER EXPERIENCE INTERN May 2015 - Dec 2016
CQL Corp

As a design intern I assisted in creating assets, wireframes and comps for large scale ecommerce projects. I lead discoveries, created early iterations of comps and application prototypes which were presented to external clients. I also lead internal branding projects for CQL.

SHIFT MANAGER Oct 2010 - May 2015
McDonalds

In charge of running the daily operations of a quick service restaurant, including the management and direction of the staff. Served on the Guest Services team being in charge of maintaining and rotating promotional advertisements and pricing throughout the restaurant.

VOLUNTEER

KEYNOTE SPEAKER March 2018
Junior Achievement Girls Dream Fair

My colleague and I gave a dual keynote presentation about carving our paths in STEAM and the importance of art within technology to over 200 seventh and eighth grade girls in the Greater Holland area.

EVENT AND SOCIAL COORDINATOR April 2017 - Present
CreativeMornings GR

CreativeMornings is an international organization headquartered in Brooklyn NY, with 100+ chapters worldwide. As Event and Social Media Coordinator of the Grand Rapids chapter I assist in planning and executing our monthly events as well as promote them across multiple platforms. This includes promoting our fantastic sponsors, events in our community, and global CreativeMornings news.

MENTOR March 2017
Junior Achievement Girls Dream Fair

The JA Girls Dream Fair will inspire 240 seventh and eighth grade girls in the Greater Holland area. In a one day format, JA will introduce these girls to women mentors who work in STEM related fields and show them the exciting possibilities for their future.

A.M.