

ABIGAIL HAMILTON

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Portfolio: <http://candyhog.com/ah/index.html>

Profile: <http://www.jobfox.com/people/AbigailHamilton>

SUMMARY

A goal-oriented design manager with highly developed creative, writing, organizational, and collaboration skills — and a solid background in marketing management and well exercised formal training in design.

Background: Early-stage, small business, B2B, and enterprise design and marketing.

Approach: visual dazzle, user focus, transparency, thoughtful positioning, organic search friendliness, and strategic relationships.

EXPERIENCE

Product Designer III, Microsoft BPOS, Microsoft (contract via Collabera), Redmond, WA; 2010-present

Design, authoring (writing and production) of online UX and brand documentation site; design and production of UI elements; go-to authority for visual design specs and liaison to dev.

Marketing Direction, Somatic Vision, San Diego, CA; Web: somaticvision.com; 2009-present (contract)

Somatic Vision is a developer of biodata-enabled games and software tools on several platforms.

Developed messaging across web properties, email marketing, partner sites, and product packaging — shift in audience from clinicians to consumers. Enhanced product appeal and ease-of-use through program dialogue and user testing. Worked with prominent biofeedback expert to develop a consumer-friendly User Guide and web-based brand extensions. Lead contributing role in development of company visual brand identity, tagline, product naming, and multiple investor presentations (Nintendo, Technology Partners).

Marketing Director, ivi, Inc., Seattle, WA; Web: ivi.tv, blog.ivi.tv; 2008-2010

ivi is the developer of a scalable, secure, and free live online TV solution soft-launched spring 2010.

Positioned brand via SEO-sensitive messaging across web properties, print collateral, and investor docs. Developed high value, scalable first-year marketing plan and marketing roadmap. Used social media and blog to build relationships with industry media, attracting GigaOm Network editorial, private beta with Gartner analyst.

Marketing & Creative Direction, various clients, 2000-present

A number of small businesses have relied on me to be their one-stop shop for cohesive and effective identity and marketing, benefiting from the cost savings and effectiveness of a single provider and point of contact. For these clients I have written, produced and maintained effective web sites, identity, and a wide range of marketing materials.

Sample client: Ravishing Radish Catering, Seattle; Web: ravishingradish.com, ravishoneastlake.com; Increased leads by 25% and increased revenue significantly year-over-year in a down economy. Created brand identity, web presence, and email marketing for the catering business and a wine bar / shared plates restaurant. Page 1 search for desired terms: Seattle Organic Catering, Seattle Wedding Caterer, Seattle Favorite Caterer.

Designer (User Tester), Expression Group, Microsoft (contract via Aquent, LLC), Redmond, WA; 2008-2009

Recommendations for enhancements adopted into Blend 3. Greatly increased attendance at voluntary meeting with weekly presentation and documentation of findings to Expression PMs, feature crew, and UX specialists. Created Adobe import files for Test with real-world integrity.

Marketing & Creative Director, JDL Digital Systems, Inc., Bellevue, WA, Web: AirshipDVR.com; 2006-2008

JDL is a \$3M developer of OEM and branded solutions for superior digital video surveillance.

Developed a comprehensive marketing plan. Created a brand identity that allowed a startup to attract attention in a field crowded by multinational incumbents. Attracted top-tier independent analyst validation through relationship-building and social media. Attracted strategic partners with comprehensive partner and through-partner marketing. Increased organic category search rank of company Web sites through SEO and article-marketing initiatives.

Marketing Manager, Morse Best Innovation, Seattle, WA; 2006

Reduced hours and number of review cycles for high-profile enterprise marketing projects. Managed change effectively for event-driven marketing for technology clients, delivering on-time with 90%+ client satisfaction ratings (Microsoft, Intel). Managed print and copyediting vendors.

Owner and Design Lead, Atelier Daguerre *dba* Royaume, Bainbridge Island, WA; 2005-present

Product design and production oversight, marketing and web design/development for e-commerce retail and wholesale information sites.

Corporate Art Director, Sound Publishing, Inc., Bainbridge Island, WA; 2003-2004

Won Suburban Newspapers of America award for self-promotion. Created design that won contract bid to produce the CNRNW regional Navy newspaper. Played integral role in seamless companywide migration to a new production workflow. Updated brand identity of key publications (420,000 homes).

S K I L L S

- **Web/UI/UX/print design & production — Microsoft Expression Blend; Adobe CS4**
- **Brand creation, evolution, and management**
- **Marketing with a focus on consumer value, authenticity, targeted messaging, and strong brand**
- **Messaging, online and offline copy writing and content management**
- **Positive leadership built around support and collaboration**
- **Small business marketing plan development & implementation**
- **Proficiency with prepress requirements, file builds & best practices**

E D U C A T I O N

San Francisco Art Institute, BACHELOR OF FINE ARTS

Parsons School of Design, Paris, France — Design, color theory, and studio art

School of Visual Concepts, Seattle, WA — Ad concepting; managing creatives; Dreamweaver