

# ABIGAIL HAMILTON

**PORTFOLIO** <http://candyhog.com/ah/>  
206.384.1687 | [ah@candyhog.com](mailto:ah@candyhog.com)

## SUMMARY

A designer and design director with highly developed creative, production, writing, organizational, collaboration and marketing skills. **BACKGROUND:** Visual and user experience design for early-stage, small business, B2B, and enterprises. **APPROACH:** Clean & compelling, on-brand, user-focused, engaging.

## EXPERIENCE

### **SENIOR DESIGNER**, iLink Systems Inc., Bellevue, WA; 2011-present

Added to below responsibilities: Team driver of visual design education and excellence, providing review, training, support, and mentorship to meet the business goal of improving UX services value to both the client and the end end-user.

### **CREATIVE DESIGNER**, iLink Systems Inc., Bellevue, WA; 2011 (March through August)

High-impact innovative visual and UX design systems in partnership with Microsoft or directly for some of the world's leading companies: Sites and applications for the web, desktop, mobile, and touch-enabled devices used by customers, partners, and employees.

### **DESIGNER II**, Microsoft Office 365, Microsoft (contract via Collabera), Redmond, WA; 2010-2011

Go-to authority for visual design specs and liaison to dev. Design, authoring, and production of UX and brand documentation sites and materials; design and production of UX components and brand implementations.

### **MARKETING & CREATIVE DIRECTION**, Somatic Vision, San Diego, CA; Web: [somaticvision.com](http://somaticvision.com); 2009-2011

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

Front-end design of online community site, design and production of sales support materials, product screens, video screens, and investor presentations, brand consultation, video direction and production management. Developed messaging across web properties, email marketing, partner sites, and product packaging — shift in audience from clinicians to consumers.

### **MARKETING DIRECTOR**, ivi, Inc., Seattle, WA; Web: [ivi.tv](http://ivi.tv), [blog.ivi.tv](http://blog.ivi.tv); 2008-2010

ivi has innovated the first legal, scalable, and secure Internet platform for live TV delivery, enhanced with a fair business model for partners and users.

Positioning via SEO-sensitive messaging across web properties, print collateral, and investor docs.

Developed high value, scalable first-year marketing plan and marketing roadmap. Built relationships with industry media, attracting GigaOm Network editorial, private beta with Gartner analyst.

### **CREATIVE & MARKETING SERVICES**, diverse 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 marketing materials.

## SAMPLE CLIENTS

**Fairmont Olympic Hotel**, Seattle; Web: [fairmontolympiccatering.com](http://fairmontolympiccatering.com); Created a differentiated website for the hotel's catering business, which hosts and caters galas for the region's philanthropic and non-profit organizations as well as weddings, conferences, and meetings.

**Ravishing Radish Catering**, Seattle; Web: [ravishingradish.com](http://ravishingradish.com), [ravishoneastlake.com](http://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.

**USER DESIGNER**, 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; 2006-2008

Web: [AirshipDVR.com](http://AirshipDVR.com), [jldds.com](http://jldds.com); JDL is a \$3M developer of OEM and branded solutions for digital video.

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; 2005-2011

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; Adobe CS4, HTML, CSS, all the usual other tools
- Positive design team leadership built around education, support, and collaboration
- Proficiency with prepress requirements, file builds & best practices
- Marketing management and vendor relationships: a focus on consumer value, authenticity, and relationships
- Messaging, online and offline copy writing
- Small business marketing plan development & implementation

## **E D U C A T I O N**

**BACHELOR OF FINE ARTS, San Francisco Art Institute**

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

**School of Visual Concepts**, Seattle, WA — Ad Concepting; Managing Creatives; Dreamweaver; Designing for Mobile Devices