Abigail Matthews

+44 123 456 7890
example@cvmaker.uk

Chelmsford, UK

Personal profile

Detail-orientated Product Design Manager with over 5 years of experience in B2B and B2C sectors. Swift learner with excellent communication and leadership abilities. Proficient in leading design initiatives, collaborating with cross-functional teams and delivering high-quality solutions aligned with brand identity. Skilled in user-centred design, project management and client communication.

Areas of expertise

Product Management, Business Operations, Branding and Style Guides, UI/UX Design, Data Analysis, User Research, Prototyping and Wireframing, Usability Testing, Agile Methodologies.

Technical proficiencies

- **Graphic Design**: Illustrator, Photoshop, XD, Figma
- **Project Management**: Trello, Asana, Jira
- **Software Design**: AutoCAD. TurboCAD, Rhino
- **3D modelling**: Blender, Autodesk Fusion 360, ZBrush
- **Web Design:** HTML, CSS, JavaScript

Education

Bachelor of Arts in Graphic and Media Design, University of the Arts London, 2018

Courses

Product Strategy & Management, Experience Haus, 2023
User-Centred Design, Design Academy, 2022

Work experience

Product Design Manager

2020 - Present

Innovate Design Solutions Ltd.
London, UK

Lead design projects for marketing campaigns and websites in close collaboration with copywriters, art directors, and digital marketing specialists. Design digital advertisements for social media, web banners, and email campaigns, ensuring consistent brand messaging. Create layouts for an array of marketing materials, including brochures, flyers, and presentations. Translated client goals into compelling designs, ensuring accuracy and on-time delivery.

- Led a team of 5 designers in executing a high-impact rebranding campaign, resulting in a 30% increase in engagement within 6 months.
- Successfully launched a mobile app, achieving 50,000 downloads within the first month.
- Increased website conversion rate by 20% through intuitive navigation, streamlined user flows, and visually engaging UX design elements.

Associate Product Designer

2018 - 2020

Creative Vision Agency
Manchester, UK

Collaborated closely with UX designers and art directors to craft layouts for websites and web-based applications in accord with creative directors' vision. Provided guidance by preparing visual assets for web developers, thereby elevating and refining the overall user experience. Created digital content for digital and print campaigns, upholding high standards and brand consistency.

- Developed an interactive mobile app interface that received a 4.8-star rating from 10,000+ users.
- Played a key role in a project that won the "Best Design" award at the International Advertising Association.
- Redesigned packaging for a flagship product, resulting in a 25% decrease in production costs and a 15% increase in sales.

Thank you for viewing my CV!