



**Abby Broekhuizen**

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## About

I'm a product and visual designer proficient in Adobe Creative Suite, with experience in user-centered design, wire framing, and prototyping. I have experience in designing for both print and digital mediums. I work well in a collaborative environment that fosters growth, creativity and collaboration.

## Skills

Product design, ux/ui design, visual design, illustration, package design, graphic design

## Education

2016–2019

Texas State University, San Marcos, TX

Visual Communication & Design, BFA

## Tools & Technology

Figma, Adobe Illustrator, Photoshop, InDesign, Lightroom, Microsoft Powerpoint, Miro, Jira

## EXPERIENCE

### Cisco

Product & Visual Designer

Austin, TX

February 2023 - February 2024

- Worked on internal Cisco tools that improved overall Cisco employee experience.
- Collaborated with engineers and stakeholders to deliver seamless user experiences.
- Created graphics and illustrations for both use on various products across Cisco, and internal graphics for events, newsletters and emails.
- Worked on presentation decks and powerpoints with stakeholders and directors to deliver to organization-wide audiences.

### ZenBusiness

Product Designer

Austin, TX

July 2022 - November 2022

- Created seamless user experiences within the funnel for new customers that included introducing a way to compare packages and contact customer support.
- Conducted A/B and user testing to better understand the user and create the best experience for the user as possible.
- Created various graphics and set brand tone and mood for internal and external use including for social media.

### Project C

Senior Graphic Designer

Austin, TX

May 2021 - July 2022

- Art directed social media content for various abc and hulu shows.
- Collaborated with design team to execute shareable content.
- Worked with Disney to create assets for a website of Disney movie.
- Worked with a product manager to deliver on-time assets for web, social and advertising.
- Worked with clients to give several options and deliver revisions.

### Amplify Snack Brands

Graphic Designer

Austin, TX

February 2020 - May 2021

- Designed and illustrated graphics for consumer packaging.
- Produced different versions of packaged goods for user testing.
- Designed print and digital advertisements and coupons for consumer goods.
- Made sure advertisements were up to date and a good reflection of the brand.
- Worked on e-commerce assets to assure brand was consistent across all online webstores.
- Designed physical components for advertising and conferences, including prizes and car wraps.

### Alamo Drafthouse

Product & Visual Designer

Austin, TX

April 2017 - February 2020

- Created graphics for web, marketing, on-screen assets, menus, in-venue graphics and advertising.
- Worked closely with design team, video team and marketing to create creative content that was a good reflection of the brand.
- Kept in-venue graphics up to date and ensured it followed brand standards.
- Worked on special programming events to create unique and creative graphics for screening events and parties.

## RECOGNITION

### Summa Cum Laude

3.89 GPA | 2019

Texas State | Top Percentile

### All Student Juried Exhibition

Scavenger | 2018 – 2019

Photography | Featured

### AIGA Blue Ridge FLUX

Fox Trail Gear | 2018

Trademark | Honorable Mention

### National Student Show & Conference

Topento | 2019

Miscellaneous Design | Featured

### Graphis New Talent Annual 2019

Topento | 2019

Branding System | Honorable Mention

### AIGA Blue Ridge FLUX

New Jersey Zoo | 2018

Trademark | Honorable Mention