



# ABIGAIL PEARSON

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UI/UX-focused designer with a background in graphic design and a strong foundation in visual communication, user-centered design, and responsive digital experiences. Experienced in wireframing, prototyping, and developing cohesive visual systems, with working knowledge of HTML and CSS to translate designs into responsive web layouts. Comfortable collaborating with developers and working within real-world constraints to create thoughtful, usable solutions. Expected graduation July 2026.

## WORK EXPERIENCE

### Graphic Designer / UI Contributor

PT Board / 2023 - 2025

- Contributed to the redesign of a responsive website and mobile application, improving layout structure, visual hierarchy, and overall user experience
- Designed wireframes and high-fidelity mockups to define page layouts, interface components, and content organization
- Collaborated directly with developers to prepare implementation-ready design assets and ensure accurate translation from design to code
- Applied UX principles including accessibility, typography, spacing, and color contrast to support a K-12 user audience
- Designed interface graphics, illustrations, thumbnails, and digital assets used across web, mobile, email, and social platforms
- Improved navigation structure and content clarity to support a more intuitive and user-friendly experience

### Office Manager & Marketing Support

SkinSpaMED / 2020-2022

- Designed marketing and promotional materials for services, events, and seasonal campaigns across print and digital platforms
- Created visual content that clearly communicated treatments and services, improving client understanding and engagement
- Collaborated with leadership to align marketing visuals with business objectives and target audience needs
- Managed daily office operations including scheduling, team coordination, and client communication

## SKILLS

### Design & UX

- Wireframing & Prototyping (Low & High Fidelity)
- User Flows & Task Flows
- Information Architecture
- Responsive Web & Mobile Design
- Accessibility & Usability Fundamentals (WCAG-aware)
- Visual Hierarchy, Typography, Color Theory
- Branding & Visual Identity Systems

### Front-End Knowledge

- HTML (semantic, accessible structure)
- CSS (layout, responsive design, styling)
- Building multi-page websites from scratch
- Responsive layouts using modern CSS techniques
- Translating UI designs into functional, production-ready web pages
- Preparing and optimizing web assets for performance

### Tools

- Figma
- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro)
- Canva

## EDUCATION

### Southern New Hampshire University - GPA 3.7

Bachelor of Arts in Graphic Design with a concentration in UI/UX

**Graduation: July 1<sup>st</sup>, 2026**