

Abbe Gale Eckstein transforms complex content and data into accessible, user-friendly designs that get results.

Independent Designer | EdTech, FinTech, Healthcare | 2022 – present

Defined the vision, systems, and visual language for multichannel products and services.

- **Educational Epiphany:** Spearheaded brand development of 6 core literacy products purchased by 99% of clients; increased sales by 433%; contributed to increase in reading proficiency levels of 20–60% in schools in Alabama, Arizona, Arkansas, Georgia, Maryland, and Tennessee
- **Outsourced Growth Marketing:** Delivered real-time financial market coverage for B2B investment audiences; spotlighted proprietary apps, research, data, and predictive analytics in use cases, fact sheets, reports, presentations, social media ads, and signage
- **Rightway:** Produced fact sheets, presentations, social media ads, and use cases guiding employees to the highest-quality care and optimal medication; helped employers reduce healthcare costs and pharmacy spend by 15%.

Visual Designer | 2U /EdX (formerly Trilogy) | 2019 – 2022

Created intensive, accelerated online learning experiences for 40M+ adult learners worldwide

- Reduced the digital skills gap for enterprise clients (e.g., Amazon, Netflix) by retraining employees in market-driven subjects including: Artificial Intelligence, Cybersecurity, Data Analytics, Fintech
- Translated complex technical concepts into visualizations and instructional content supports for the learning design platform
- Collaborated with and supported distributed teams of curriculum engineers, instructional designers, editors, and animators

Design Consultant | EdTech | 2017 – 2019

Developed innovative, data-driven STEM and Literacy products for the K–12 market

- **Carnegie Learning:** Reimagined the middle / high school math experience earning perfect EdReports scores in 3 gateways for middle school; satisfied 7 customer pain points by visually aligning print, adaptive software, and assessments
- **Curriculum Associates:** Refreshed the brand; Established a design system incorporating 5 visual modes of math representation to increase student engagement and build confidence
- **Benchmark Education:** Designed digital and print books introducing growth careers in STEM (Science, Technology, Engineering, and Mathematics); Sourced imagery; commissioned illustration; selected and supervised vendors

Senior Designer | Merrill Lynch Chief Investment Office | 2015 – 2017

Delivered thought leadership and investment guidance to the firm's 15,000+ advisors and clients

- Improved the user flow and interface of an online authoring platform resulting in overall site use increase of 35–50%; received a Gramercy Institute Financial Marketing Strategy Award
- Collaborated with research analysts and economists to transform complex data and insights into compelling visualizations and infographics
- Conducted audits and QA review to ensure conformity with brand guidelines; Established design patterns to formulate a unified visual language

Design Manager | College Board | 2014 – 2015

Implemented asset management systems (CMS and DAM) for multichannel publishing workflow

- Evaluated and optimized legacy designs; built extensible systems for modularized content
- Facilitated acceptance by creating wiki documentation; trained and coached over a dozen people
- Reduced reliance on external vendors, saving time and money

Senior Design Manager | Scholastic EdTech | 2004 – 2014

Served as key conduit between design, content, and development teams

- Concurrently managed 8 multichannel intervention products and multiple teams of 4 designers
- Created wireframes, prototypes, and information flows for digital platforms and games
- Modernized workflow and processes; led the transition from Waterfall to Agile

CONTACT

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[LinkedIn Profile](#)

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SKILLS

Art Direction

Design Management

Design Thinking

Information Architecture

UI / UX Design

Visual Design

TOOLS

Design / Development

Adobe Creative Suite, Canva, CSS, Figma, Google Suite, HTML, Keynote, MathTools / MathType, Microsoft Office, Miro, Sketch

Content / Project Management

Content Station, Elvis DAM, Jira, Monday.com, Smartsheet, Woodwing, WordPress, Wrike

Communication / Collaboration

Basecamp, Confluence, SharePoint, Slack

Working Knowledge

Canvas LMS, JavaScript, PHP, XML

EDUCATION

Professional Development

Bootstrap, CSS, Figma, Flexbox, HTML, Javascript, Responsive Web Design, UX/UI Design... and more

UX Design Certificate

General Assembly

BFA, Advertising Design

School of Visual Arts

Millinery Certificate

Fashion Institute of Technology

EXTRACURRICULAR

AIGA NY

Mentorship Program

Freelancers Union

Member Advocate

Penn South

Cooperative Housing
Coop Council Member

Health Republic New York

Formation Board Member