

Abbe Gale Eckstein

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I ask the right questions, plan and manage design projects from start to finish, and am always willing to go the extra mile to get it right. As a multidisciplinary designer, I connect ideas from different disciplines because complex problems rarely fit neatly into a single category. **My specialty: transforming complex content and data into accessible, engaging designs that get results.**

Senior Graphic Designer | Kiddom | 2025–present

Bridging digital and print curriculum through an integrated and scalable design system

- Evaluated and synthesized high-quality content across 2 media platforms and 3 distinct subject areas; formulated a unified visual language to align with educational goals
- Established design patterns that improve legibility and reduce cognitive overload; prototyped clear learning paths to strengthen teacher effectiveness and boost student learning
- Collaborated with ContentOps, Product Design, and Engineering teams to define schema markup for automated production, leveraging AI to streamline and optimize design operations

Independent Designer | EdTech, Healthcare | 2022–2025

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

- **Rightway:** Played a key role in the successful brand refresh of 217 marketing assets. Updated and aligned landing pages, emails, collateral, and presentations to showcase how the company's healthcare navigation platform and pharmacy benefits manager (PBM) mobile application helps clients to reduce healthcare and pharmacy expenses by 15%.
- **Educational Epiphany:** Spearheaded brand development; launched 6+ products purchased by 99% of clients, driving sales increase of 433%; achieved significant improvements in reading proficiency scores, ranging from 20% to 60%, across K–12 schools in 7 states

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

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

- Reduced the digital skills gap for enterprise clients by retraining employees in market-driven subjects including: Artificial Intelligence, Cybersecurity, Data Analytics, Fintech
- Translated complex technical concepts into visual instructional supports for the Learning Management System (LMS) platform

Design Consultant | EdTech | 2017–2019

Developed innovative, data-driven STEM solutions for the K–12 market

- **Carnegie Learning:** Reimagined the math curriculum, earning perfect scores in 3 gateways from EdReports. Satisfied 7 customer pain points by integrating print, adaptive software, and assessments
- **Curriculum Associates:** Refreshed the Ready® Classroom Mathematics brand introducing 5 visual modes of math representation to increase student engagement and build confidence

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

Delivered thought leadership and wealth management guidance to 15,000+ advisors

- Improved the user flow and interface of an online authoring platform resulting in increased site use of 35–50% and a Gramercy Institute Financial Marketing Strategy Award
- Collaborated with research analysts and economists; transformed complex data and insights into compelling visualizations and infographics
- Conducted audits and QA review ensuring conformity with brand guidelines

Senior Design Manager | Scholastic EdTech | 2004 – 2014

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

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

SKILLS

Creative Direction
Design Management
Information Architecture
Product Design
UX/UI Design
Visual Design

TOOLS

Design / Development

Adobe Creative Suite
Canva
Claude
CSS
Figma
Firefly
Google Suite
HTML
Keynote
MathTools
MathType
Microsoft Office
Miro

Content / Project Management

Asana
Jira
Monday
Smartsheet
Woodwing
WordPress
Wrike

Communication / Collaboration

Basecamp
Confluence
SharePoint

Working Knowledge

Canvas LMS
JavaScript
PHP
XML

EDUCATION

Design System Bootcamp

UI Prep / Maven

UX Design Certificate

General Assembly

Professional Development

Bootstrap, CSS, Figma, Flexbox,
HTML, Javascript, UX/UI Design

BFA, Advertising Design

School of Visual Arts

Millinery Certificate

Fashion Institute of Technology