

# ABBY GETMAN

**LEAD PRODUCT DESIGNER** Cambridge, MA

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**SUMMARY** Experienced product and visual designer, focused on prioritizing the needs of clients and users by collaborating with internal design, product management and development teams. Specializing in design for products and marketing as well as brand management for both external clients and internal teams

**EXPERIENCE** **NASDAQ** June 2013 - July 2022

**Lead Product Designer - IR Intelligence** May 2020 - July 2022

- Led the design, research and usability sessions for multiple workflow simplifications and enhancements in Nasdaq IR Insight™ used by investor relations executive and chief financial officers from companies such as Google, Microsoft, Apple and Facebook
- Led design studio and prioritization sessions with product and design team to guide our project planning
- Produced and led a 3 part educational series to 3 Client Success teams on the project background, research and enhancements to prepare them to onboard clients for the upcoming release
- Mentored designers on process, best practices and visual design through one-on-one sessions

**Senior Product Design Specialist - Global Corporate Solutions** October 2017 - May 2020

- Oversaw the styling and functionality across products used by finance executives and public relations directors
- Defined the visual language for products, identified the need for new interaction patterns, and oversaw the implementation of these components into the Global Corporate Solutions design system
- Led visual and interaction design for a customizable dashboard and new navigation on one of Nasdaq's flagship products
- Worked with product management and development teams to instill an efficient and collaborative process, including the evaluation of our tools and deliverables
- Facilitated discussions with Creative and Marketing to identify how the company rebrand will affect product effort, specifically the new design system to be used by multiple teams across business units
- Directed a team to redesign our research asset management system used by senior executives to access interview participant data, transcripts, recordings and personas

**Senior Product Designer** March 2017 - September 2017

- Created wireframes, design comps and prototypes, working closely with product managers and developers from conception through to production
- Synthesized client feedback from usability sessions and workshops to incorporate into existing designs
- Identified components on the design system that needed enhancement and coordinated with team for delivery
- Worked with senior product leadership on presentations to senior leadership and the sales organization

**Product Designer** June 2013 - March 2017

- Led redesign effort for the Thomson Reuters webcasting tool, updating the styles and patterns to match the Nasdaq brand
- Led visual design for various features of the Investors Relations product identifying needs for new patterns and styles

**THOMSON REUTERS** (Corporate Services, acquired by Nasdaq) April 2012 - June 2013

**Senior UX Designer**

- Led the visual design on Investor Relations products, including the webcasting tool and the mobile application

**iROBOT** February 2012 - April 2012

**Senior Graphic Designer (Contract)**

- Led the redesign of the website, coordinating with stakeholders and keeping in sync with the established iRobot brand
- Collaborated with web development team to discuss usability and functionality options
- Assisted with photo choices and production, as well as organization of assets
- Designed print collateral, including packaging and manuals for iRobot products

## **FABLEVISION** 2010 - 2012

Visual Designer (Contract)

- Collaborated with in-house designers on websites, mobile applications and logos for clients specializing in educational media
- Led the visual design and directed the production of an educational website for Maryland Public Television
- Created templates and established a standard operating procedure for the design of Ruckus Media Group's mobile applications
- Directed illustrators and animators on various interactive learning tools

**Clients included:** Maryland Public Television, Ruckus Media Group, PBS Kids, Awe Digital Learning Solutions, Wheelock College

## **BROADSTREET** 2007 - 2009

Senior Graphic Designer (Contract)

- Designed a variety of graphics, marketing collateral and e-mail campaigns for consumer products and B2B marketing
- Adhered to brand guidelines, and cooperated with various internal departments to regularly meet stringent deadlines

**Clients included:** American Express, Novartis Pharmaceutical Corporation.

## **GO GO GETMAN DESIGN** 2007 - Present

Art Director, Designer, All-Around Go-Getter

- Created designs and illustrations for logos, websites, mobile apps, promotional collateral, packaging and graphics for multimedia
- Managed projects and schedules, collaborating with a wide variety of clients, representing a broad industry base including educational media firms, nationally recognized musicians and artists, independent merchants and non-profit organizations

**Clients included:** Will Dailey, Howie Day, Amplify Teaching, National Geographic Education, Melrose Alliance Against Violence, Liz Linder Photography, Eliot Community Human Services, Shootflying Hill Sauce Company

## **MODERN CREATIVE** 2006-2007 (Full-Time) 2007-2012 (Contract)

Senior Graphic Designer

- Designed corporate identities, websites, advertisements, newsletters, and brochures
- Managed relationships with clients and vendors, researched pricing, and coordinated photo shoots for a diverse representation of corporate customers including financial services firms, construction companies, hotels, and real estate developers

**Clients included:** Boston Harbor Cruises, Hotel Commonwealth, Castle Courtyard, Boston Environmental

## **ARTIST DEVELOPMENT ASSOCIATES / NIMBIT** 1998-2006

Senior Graphic Designer

- Created engaging packaging for a variety of collateral and merchandise design to best reflect client identities
- Collaborated strategically with clients to develop design ideas, providing photograph and image selections that resonated with their branding needs
- Oversaw pre-press production, including regularly coordinating with clients, vendors and senior management
- Supervised and trained junior designers, assigned projects and managed talent and deliverables

## **EDUCATION**

### **BRANDEIS UNIVERSITY**

B.A. in Fine Arts, Cum Laude, Concentration in Studio Art.

## **COMMUNITY**

### **PAN MASS CHALLENGE**

Volunteer

### **BIG SISTER ASSOCIATION of GREATER BOSTON**

Mentor/Big Sister