

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

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

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

- Spearheaded brand development of Educational Epiphany's 6 core literacy products purchased by 99% of clients; increased sales by 433%; contributed to reading proficiency increase of 20–60% in K–12 schools in Alabama, Arizona, Arkansas, Georgia, Maryland, and Tennessee
- Delivered real-time financial market coverage and analysis for Outsourced Growth Marketing's B2B investment clients; spotlighted proprietary apps, research, data, and predictive analytics in use cases, fact sheets, reports, presentations, social media ads, and signage
- Produced on-brand landing pages, emails, social media posts, case studies, and presentations promoting Rightway's healthcare navigation and pharmacy benefits manager (PBM) platforms; guided employees to expert clinical support with personalized guidance; 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

- 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 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 solutions for the K–12 market

- Reimagined the Middle and High School Math Solution for Carnegie Learning; earned perfect scores in 3 gateways) from EdReports; satisfied 7 customer pain points by visually aligning print, adaptive software, and assessments
- Refreshed the Ready® Classroom Mathematics brand for Curriculum Associates by establishing a functional and beautiful design system; introduced 5 visual modes of math representation to increase student engagement and build confidence
- Designed digital and print books for Benchmark Education; introduced young children to the pleasure of reading and older children to potential growth careers in STEM (Science, Technology, Engineering, and Mathematics); Sourced imagery; commissioned illustration

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 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

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
Graphic Design
Information Architecture
Design Management
Product Design
Visual Design

TOOLS

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

Content / Project Management
Jira, Monday.com, Smartsheet, Woodwing, WordPress, Wrike

Communication / Collaboration
Basecamp, Confluence, SharePoint, Slack

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... and more

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