

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

- **Educational Epiphany:** Spearheaded brand development; launched 6+ products purchased by 99% of clients driving sales increase of 433%; strengthened student outcomes and educator effectiveness, resulting in reading proficiency growth of 20–60% in K–12 schools in Alabama, Arizona, Arkansas, Georgia, Maryland, South Carolina, and Tennessee
- **Outsourced Growth Marketing:** Delivered real-time financial market coverage and analysis for B2B investment clients; spotlighted proprietary apps, research, data, and predictive analytics in use cases, fact sheets, reports, presentations, social media ads, and signage
- **Rightway:** Contributed to 15% reduction in healthcare costs and pharmacy spend for clients by designing landing pages, emails, social media posts, and presentations promoting the company's healthcare navigation and pharmacy benefits manager (PBM) mobile app

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, creating 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

- **Carnegie Learning:** Reimagined the Middle and High School Math Solution earning perfect scores in 3 gateways from EdReports; satisfied 7 customer pain points by visually aligning print, adaptive software, and assessments
- **Curriculum Associates:** Refreshed the Ready® Classroom Mathematics brand by establishing a functional and beautiful design system; introduced 5 visual modes of math representation increasing student engagement and confidence
- **Benchmark Education:** Designed print and e-books that introduced young children to the joys 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 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; formulated a unified visual language by identifying and establishing design patterns

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

CONTACT

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HARD SKILLS

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

SOFT SKILLS

Manages projects, processes, deadlines, and expectations

Collaborates / supports cross-functional and distributed teams in fast-turnaround environments

TOOLS

Design / Development

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

Content / Project Management

Jira, Monday, 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