

# ABIGAIL LYNN SMITH

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*I am a UX and experiential designer with a multi-disciplinary background. I champion responsible creation and use my experiences as the building blocks of growth.*

## EDUCATION

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### ROCHESTER INSTITUTE OF TECHNOLOGY

May 2016

BFA - New Media Design  
Minor - Business Administration  
Concentration - Advertising and Public Relations

### SEMESTER AT SEA | University of Virginia

Summer 2014

Sailed on the MV Explorer to ten countries in Northern Europe and Scandinavia alongside 800 students. Gained a new perspective of European/Nordic Cultures and their business practices.

## SKILLS

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UX/UI	Photography
Visual Design	Technology
Storytelling	Presentations
Concept Development	

## PROGRAMS

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Adobe CC	*Working knowledge of:
Keynote	HTML/CSS
InVision	Processing/C#

## AWARDS

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2017 Sizzle Award: **VIP Promotion - ExhibitorLIVE**  
Event Marketer Experience Design & Tech 2017:  
**Best Use Single Technology Gold Winner - Gatorade**

## INTERESTS

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Barre Fusion Certified	Traveling
Running	Chips & Salsa
Yoga	People

## EXPERIENCE

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### MIRROR SHOW MANAGEMENT | Interaction Designer

Sept 2016 - Oct 2017

Combine technology and design to concept and produce award winning, innovative strategies and UX that elevate clients' products. This includes overall booth journey, screen content and design, data capture, and analytics.

### RIT | IT Technical Assistant

Nov 2013 - May 2016

Provide technical assistance to students and professors. Responsibilities include setting up new computers, updating old machines, replacing parts, re-imaging computers, etc.

### TARGET HQ | User Experience Intern

June 2015 - Aug 2015

Joined the desktop and adaptive teams for Target.com where I worked on Signature Category redesign. My process consisted of ideation, sketching, creating information architecture, wireframing, and prototyping digital experiences for multiple platforms. I presented full concepts and prototypes to large groups including the Vice President of Product, site merchandising, and buyers.

### FREELANCE PHOTOGRAPHY | Photographer

June 2011 - Present

Use my Nikon D7100 to shoot weddings, families, engagements, landscapes, and places I travel.

## FITNESS

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### FIT LAB 235 | Barre Instructor

Dec 2017 - Present

Teach a full-body, 60 minute workout to clients of all fitness levels while creating the mental benefits similarly obtained with yoga or meditation. A low-impact class, using isometric movements to firm, lengthen, and shape long lean muscles.

### FIGURES | Fitness Instructor

Dec 2017 - Present

Teach a variety of workouts including barre, HIIT, and strength classes. All are full body workouts focusing on form, technique, and hitting every major muscle group.