

Abigail Luchsinger

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Strategic communicator and project manager passionate about extraordinary customer experiences.

EXPERIENCE

Saltech Systems | Digital Project Manager

Ames, IA | 2019- Present

- » Establishing new project processes to improve client and internal communication between designers, developers, and business stakeholders for 50+ active company accounts through Asana.
- » Analyzing and translating client needs and business requirements to the design and development teams.
- » Writing material for and facilitating client onboarding trainings, project kick-offs, and design critiques.
- » Quoting, formatting, and negotiating project proposals through DocuSign.
- » Troubleshooting/researching client and technology issues as they arise providing direction to project teams.
- » Partnering with senior leaders to develop and execute company-wide strategies including testimonial/social media campaigns, monthly newsletters, internship mentoring programs, and new service offerings.

Iowa 4-H Extension | Communication Arts Program Assistant

Ames, IA | 2018- 2019, 2020

- » Planned and lead statewide workshops, events, and summer camps with the Program Specialist.
- » Organized program data and streamlined the process of monthly submissions, critiques, and presentations.
- » Designed the first App for the statewide *Camera Corps* program from requirement definition to high-fidelity prototype phases to be developed in Spring of 2021 and adapted across multiple state programs.

Cards for Women | Content Manager

Ames, IA | March-August 2020

- » Managed a team of 7 editorial interns and facilitated a virtual “Writers Circle” orientation and workshop.
- » Implemented a remote submission and publication process for 80 curated weekly articles.

Iowa State University’s *Cyclone Life* | Content Writer

Ames, IA | 2017- 2019

- » Composed weekly blog posts for prospective students while assisting with the planning and execution of social media engagement strategies for Iowa State University Admissions.

SunStream, A Division of AgriBank | Graphic Design Intern

Saint Paul, MN | May-August 2018

- » Established a strong brand presence through digital B2B communications, brochures and standing banners.
- » Designed the new public-facing website from low-fi wireframe to interactive prototype phases.
- » Arranged meetings with department leaders and helped host events for visiting partner companies.

Additional Experiences: DSW Designer Shoe Warehouse, American Eagle Outfitters, Dinner Detective

EDUCATION

Iowa State University

Ames, IA | August 2017- May 2021

- » **Master of Industrial Design** | Coursework in: Design strategy, team dynamics, consumer experiences
- » **Bachelor of Arts in Interdisciplinary Design** | Minor in Technical Communication
- » **Iowa State Innovation Fellow** | Gold level distinction (500 hours dedicated to projects in innovation)

SKILLS

Communication: Public Speaking | Technical Writing | Customer Service | Agile | Problem Solving

Management: Requirement Translation | Prioritization | Time Management | Team Mentorship | Asana

Creative: WordPress | WooCommerce | InDesign | Adobe XD | HTML5 | Wireframing | Prototyping

PROGRAMS AND HONORS

Arts Leadership Intensive | Kennedy Center American College Theater Festival 2019

- » One of three students chosen for the Aspire Arts Leadership Intensive
- » Displayed *4-H Performing Arts Passport* summer camp proposal/portfolio in the festival Expo

Community Engagement Arts Management Intern | Design on Main Gallery (Spring 2019)

- » Engaged with gallery visitors and provided supplemental information on the rotating exhibits
- » Maintained the gallery's exhibitions assisting artists with set-up, takedown, and hosting their events
- » Collaborated with the team of four interns to plan and lead a spring community arts event

Iowa State University Department of Music and Theater (Fall 2017- Spring 2021)

- » Directed "Sun Clouds" in the 2021 *On the Horizon: Festival of Student Produced Work*
- » Assistant Directed two mainstage performances (a musical and an opera)
- » Assistant Stage Managed the first entirely student produced musical at Iowa State
- » Recorded, formatted, and delivered daily rehearsal notes for the cast and crew
- » Led warm-ups, fight calls, and attendance for Tech week and performance weekends
- » Engaged in weekly production team meetings
- » Ushered various performances from 2017-2019, welcomed patrons and cleaned up after performances

Production Member Profile: <https://www.music.iastate.edu/production-member/abigail-luchsinger/>

(D)innovation Student Engagement Representative (Spring 2019)

- » Collaborated with the event planning committee to structure a week of interdisciplinary design challenges
- » Supported guest speakers and event set-up/takedown
- » Managed team delegation, daily check-in, and personality workshops utilizing colored name tags

Featured Alumni | Iowa State University College of Design *Inspire* Newsletter

Interview: <https://issuu.com/collegeofdesign/docs/inspirefall2019web/6>