

Abigail Luchsinger

651.368.3984 | abigailluchsinger@gmail.com | abigailluchsinger.com

Project manager and creative consultant with an advanced degree in Industrial Design.

EXPERIENCE

Saltech Systems | Digital Project Coordinator Ames, IA | 2019- Present

- » Establishing new project processes to improve external communication and internal communication between designers, developers, and business stakeholders.
- » Facilitating client onboarding training, project kick-offs, and demo critiques.
- » Analyzing and translating client needs and business requirements to the design and development teams.
- » Managing website design and development projects from planning to release on time and within budget.
- » Reviewing and testing all website and app designs before release, proposing UX revisions as needed.

Building the Tech Pipeline | Program Coordinator Des Moines, IA | 2020- Present

- » Researching market trends and user needs to design a digital networking and LMS platform for students.

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 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.

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.

EDUCATION

Iowa State University Ames, IA | August 2019- May 2021

- » **Master of Industrial Design** | Coursework in consumer experiences, psychology, and design strategy
- » **Bachelor of Arts in Interdisciplinary Design** | Minor in Technical Communication
- » **Iowa State Innovation Fellow** | Gold level distinction (500 hours dedicated to projects in innovation)
- » **Featured Alumni** | Iowa State University College of Design *Inspire* Magazine

SKILLS

Communication: Public Speaking | Organization | Training | Customer Service | Facilitation

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

Creative: User Experience | WordPress | HTML5 | Process design | InDesign | Adobe XD

Certifications: MBTI® Certified Practitioner (2020)