



Hello, my name is Angelica Nicolle Abalos.

Driving business growth with human-centered product designs and crafting consistent, elevated brand identities.

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EXPERIENCE

NEXT LEVEL SOLUTIONS (Feb 2022 — Present)

Senior UX Designer (March 2023 - Present)

- Developed an internal process for conducting UX audits for potential clients.
- Created an internal document defining and detailing the role of UX within a Scaled Agile Framework project.

UX Designer (February 2022 - March 2023)

- Created responsive visual prototypes for web and email across a range of platforms.
- Refined existing design system; updated and modified components as needed.
- Facilitated weekly design feedback presentations and increased client satisfaction by maintaining and deepening the relationship between teams.
- Collaborated extensively with development teams to ensure feasibility of designs, perform quality testing and guarantee alignment with design requirements.
- Supported internal innovation projects.

NEXUS BRANDS GROUP | SENIOR GRAPHIC DESIGNER (JUN 2021 — FEB 2022)

- Conceptualized, designed and efficiently delivered digital designs, specifically for email, landing pages, and social advertisements.
- Supported Marketing team in bringing multiple brands a brand consistency and seasonal expression to life across all marketing materials.

KBS REALTY ADVISORS (Jun 2015 — May 2021)

Senior Graphic Designer (April 2019 - May 2021)

- Ensured brand consistency across the KBS corporate brand, its related entities and established brand presence at each KBS-owned property.

Graphic Designer, Corporate (December 2017 - April 2019)

- Provided day-to-day support for Asset Managers, Vice Presidents and Executive team across 15 departments for various projects with precision and quick turnaround times.
- Oversaw design layout and schedule for recurring corporate level items and publications in both digital and print mediums.
- Met 100% of time delivery goals, either on time or earlier, for projects requiring less than 3-5 days turnaround.

Graphic Production Designer (June 2015 - December 2017)

- Added value to company marketing materials by producing in-house office aesthetic photographs for use instead of stock photography.
- Developed original brand identities for company assets including a final delivery of marketing templates, custom website and on-boarding training all in 3 months per project.
- Improved and standardized staff photography production and produced professional in-house headshots, eliminating the need to outsource portrait shoots per employee.

THE CHIMES NEWSPAPER | DESIGN EDITOR (AUG 2014 — MAY 2015)

- Collaborated with a team of 16 section editors plus supporting editorial and visual staff to cohesively develop a weekly printed publication. Designed original infographics that effectively communicated data and information and supported written articles.

CERTIFICATIONS

UX Certified by Nielsen Norman Group (Apr 17, 2023)

Certification ID# 1058693

Certified SAFe® 6 Practitioner by Scaled Agile, Inc. (Jun 2023)

Credential ID# 1058693

SKILLS

UX/UI Design

Research, Prototype

Programs: Figma, Adobe XD, Miro, Whimsical

Graphic Design

Branding/Identity, Editorial, Web, Digital

Programs:

InDesign, Illustrator

Coding

HTML, CSS

Programs:

Atom, GitHub, GitHub Desktop

Photography

Portrait, Studio, Concert

Programs: Adobe Bridge, Photoshop, Lightroom

Videography

DSLR, Filming, Editing

Programs: Premiere Pro, Final Cut Pro X, iMovie, Handbrake

EDUCATION

Biola University, La Mirada, CA

Bachelor of Fine Arts,
Design & Photography

DesignLab

UX Academy Course