

ABIGAIL GRUESKIN

SENIOR PRODUCT DESIGNER

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720-323-1416
Denver, Colorado

EDUCATION

SUPERFRIENDLY

Online Course // August 2021
Make Design Systems People Want to Use

GENERAL ASSEMBLY

Denver, CO // January–March 2020
User Experience Design Immersive

SVA

New York, NY // Summer 2018
Continuing Education: Experiencing Brands Through Interaction Design

IDEO U

Online Course // Spring 2018
Human-Centered Service Design

CONNECTICUT COLLEGE

New London, CT // 2009–2013
Bachelor's Degree
Major: Literatures in English
Minor: Italian Studies

SKILLS + TOOLS

ADOBE CREATIVE CLOUD

Illustrator, InDesign, Lightroom, Photoshop

GOOGLE

Docs, Sheets, Slides

UX/UI

Figma, Figjam, Miro, Sketch, Zeplin

WEB DESIGN

Squarespace, Webflow, basic HTML, basic CSS

EXPERIENCE

AIRBNB | USER EXPERIENCE DESIGNER

Remote // January 2024–present

- Working with fellow designers, engineers, data scientists, researchers and writers to define problems and goals, map user flows, create and iterate on design solutions, prototype interactions, and launch products and services

O/M STUDIO | SENIOR PRODUCT DESIGNER, AIRBNB ACCOUNT

Remote // April 2022–January 2024

- Led product design projects at Airbnb: designing and conducting user research, leveraging data to generate multiple solutions, prototyping, making strategic product decisions in partnership with cross-functional stakeholders
- Collaborated on internal initiatives, including leading a studio rebrand and developing a mentorship program with external communities

PRODUCT INC. | SENIOR DESIGNER

Remote // July 2021–April 2022

- Designed across disciplines (UX design, branding, art direction, design systems) for clients including Chubb, GoodRx, Google and Post Consumer Brands

KIN + CARTA | PRODUCT DESIGNER

Denver, CO // February 2021–September 2021

- Collaborated with stakeholders and engineering teams to design SaaS products, including user research, journey mapping, information architecture, wireframing, design systems, high fidelity prototypes and production ready files

TERRA | LEAD PRODUCT DESIGNER + ART DIRECTOR

Remote // September 2020–October 2021

- Partnered closely with engineering and business teams to drive design vision and strategy from initial feature ideation and roadmap to beta launch
- Oversaw a team of designers conducting user research and competitive analysis
- Created and art directed Terra's brand identity and investor pitch decks

BLUE HILL AT STONE BARNES | DESIGN LEAD

New York, NY and Pocantico Hills, NY // October 2015–October 2021

- Mentored a team of designers, co-designed and provided feedback on print, web, identity and packaging projects, including pandemic programming such as resourceED and Chef in Residence
- Designed and commissioned custom products and furniture and created the identity for the wastED pop-up in London, which won Fast Company's "Innovation by Design" award for best branded environment
- Updated and implemented branding, visual systems and guidelines for primary and sub-brands