



Vanessa de Abreu  
 PRODUCT DESIGNER · STRATEGIST



Equal parts big-picture strategist and hands-on contributor with 10+ year track record translating business and brand requirements into visual stories and product designs — placing the consumer at the heart of every decision. Strong brand-building experience for both agencies and start-ups, consulting on brand strategy, messaging, and visual design for apps and websites in industries spanning luxury retail, tech, entertainment, and interior design. Engaging storyteller specializing in bringing big ideas to life in ways that inspire and evoke an emotional connection. Strong leader and mentor with reputation for fostering a working culture of constructive feedback, iterative design, collaboration, and trust.

SKILLS

Creative direction  
 Collaboration  
 Product design  
 Product strategy  
 Product innovation  
 UI/UX design  
 Packaging design  
 Design thinking  
 Wireframing  
 Prototyping  
 Market research  
 Leadership  
 Staff training  
 Stakeholder buy-in  
 Client relations

Figma | Sketch  
 Adobe Creative Suite

EXPERIENCE

FOUNDING PRODUCT DESIGNER — Rosy 2019 — present

Design and architect entire app and website for sexual wellness brand, ensuring data-informed functionality and visual cohesion. Test and enhance features based on user interaction influenced by data within app. Make data-informed product decisions to reach KPIs. Train designers on best-in-class design principles and emerging trends.

KEY CONTRIBUTIONS

- Rehailed brand strategy and developed new award-winning visual identity
- Won [2022 Webby Award](#) for Best Visual Design Aesthetic
- Single-handedly created design, user navigation, and architecture for new app
- Enhanced user onboarding flow and app security to strengthen product sales
- Grew app features from 3 to 8 within 2 years
- Achieved 15% revenue growth month-over-month
- Developed data-driven strategies to inform product decisions
- Instrumental in growing social media followership from 2K to 19K

LEAD VISUAL DESIGNER — Bottle Rocket 2018 — 2019

Distilled broad strategic direction into functional and beautiful visual designs, from interface to branding. Articulated design solutions through sketches, wireframes, flows, prototypes, and other design artifacts.

KEY CONTRIBUTIONS

- Pioneered design systems that were used company-wide; developed white-label design template to automate ADA compliance, trained new designers, and led creative direction for iconography and brand style
- Consulted on user experience strategy for large design projects, from concepting through launch and measurement
- Partnered with engineering to execute designs that are technically viable

CONTACT

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## EDUCATION & TRAINING

### PRODUCT DEVELOPMENT

Fashion Institute of Design  
& Merchandising (FIDM)

### FIGMA FOR UX

LinkedIn

### PRODUCT STRATEGY

Reforge

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## EXPERIENCE CONTINUED

### UX/UI DESIGNER – SiriusXM

2017-2018

Collaborated closely with marketing, research and testing, product owners, project managers, designers, copywriters, and clients to deliver seamless functionality and an intuitive user experience. Led all UI/UX quality assurance efforts and partnered with front-end developers to ensure code and design aligned. Consulted on product innovation to guide the next phase of connected vehicle technology.

#### KEY CONTRIBUTIONS

- Created design prototypes, process flows, navigation, and comprehensive end-to-end UI/UX solutions for Nissan and INFINITI web portals and mobile apps
- Adapted responsive functionality to all finished designs for 2 OEM websites
- Significantly contributed to successful launch of 2 websites and mobile apps by devoting 18-hour days providing pixel-perfect revisions and production support

### BRAND CONSULTANT & DESIGNER – Freelance

2010 – present

Strategize and deliver innovative branding and design across web, social media, mobile apps, and print for both established and start-up brands. Build and manage talented network of creative talent, leveraging relationships for client projects as needed. Secure national clientele by building trust and rapport, ensuring alignment of creative vision and objectives to drive consistent referrals and repeat business.

#### KEY CLIENT PROJECTS

- Deuce Entertainment. Refined branding and executed digital and print marketing design including new website, packaging, and pitch decks; crafted brand messaging for new product commercial
- Cleanint. Developed compelling GTM strategies, brand identity, and messaging from ground up as sole creative leader at tech startup; executed across all digital and print marketing collateral; created design and UX for app, earning buy-in of ideas to achieve successful product launches
- Eclat. Conceptualized and designed visually stunning web, digital, and print marketing materials for luxury boutique public relations firm; worked with Aman, Alessi, B7B Italia, and Bvlagri Hotels
- A Design Partnership. Redesigned and elevated client websites for full-service marketing agency including prototyping, UX, web programming, and SEO
- Nell. Designed friendship app for women over 40; elevated visual identity system, wired app flow and translated to hi-fidelity design, ensured ADA compliance, and partnered with marketing to align messaging