ABIGAIL FOWLER

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SUMMARY Senior Designer with 9+ years creating brand experience work for Ferrari, HBO, LG, and Dylan's Candy Bar. Takes ideas from concept through final handoff across visual systems, campaigns, immersive installations, and story-driven environments. Originates bold concepts while working within established brand guidelines, with strengths in digital illustration, animation, and spatial design. Experienced managing multiple projects remotely alongside creatives, producers, and leadership.

EXPERIENCE

COO & Senior Designer, Experiential Brand Activations
Frontside Marketing | Brooklyn, New York (September 2017 - July 2026)

- Designed immersive brand environments and activations for clients including Ferrari's 70th anniversary, HBO's House of the Dragon and We're Here, and The Surf Lodge
- Led a sector of project management for LG's immersive NFT installation at Frieze at The Shed (2022), coordinating fabricators, producers, and technologists from concept through final handoff
- Designed HBO's White Lotus influencer boxes and created campaign emails and graphics for HBO, Amazon, Hublot, Ferrari, Nike, Tinder Select, and Stella McCartney
- Adapted to distinct brand guidelines across fashion, auto, spirits, and entertainment clients, including Montblanc and Grey Goose
- Oversaw operations, sourcing materials and contractors to deliver high-end projects on fast turnarounds

Founder & Creative Director
Abigail Fowler Designs, Corp | Remote (May 2017 – Present)

- Developed visual systems and rebrands for 40+ companies across retail, hospitality, real estate, and publishing
- Designed multi-brand label and packaging systems for L'uva Bella Winery, now sold in 5,500+ retail stores, including Walmart, Kroger, and Target
- Created animated content and GIFs for brand campaigns, including a GIPHY sticker with 49M+ views
- Build and lead a remote creative team of 12 across design, photography, and web development

Contract Graphic Designer
Dylan's Candy Bar | New York, New York (November 2021 - March 2022)

- Designed holiday campaigns, from Valentine's Day through Easter, including website banners, emails, digital signage, and social video
- Created 3D product renderings and original product concepts used in product development
- Designed the product art section of the company's 92-page internal brand guidelines book
- Prepared e-commerce imagery for partnerships with Nordstrom and Neiman Marcus

Marketing, eCommerce, & Design Director
QG Floral | New York, New York (March 2018 - June 2020)

- Relaunched company-wide branding across 5 departments
- Grew eCommerce sales to $600K+ and social media following by 506%
- Managed a team of 12 web developers, photographers, and designers, and a $100K annual marketing budget

Associate Editorial Designer
Glass Magazine | London, England (May 2016 - May 2017)

- Promoted from Assistant to the Art Director
- Rebranded the travel section, which made up roughly 25% of each issue

SKILLS Brand Experience Design · Visual Systems · Experiential Design · Spatial Design · Immersive Installations · Concept Development · Brand Guidelines · Campaign Design · Animation · 3D Rendering (Maya) · Typography · Packaging Design · Print Production · Photo Retouching · Adobe Creative Cloud · Digital Illustration · SketchUp · AutoCAD

EDUCATION

Current Studies: ALM Museum Studies
Harvard University, Cambridge, Massachusetts (expected: May 2027)

B.A. Graphic Design, Mass Communications & French Majors
Ouachita Baptist University, Arkadelphia, Arkansas (May 2016)
Study Abroad: Université d'Orléans