



# MICHAEL ABBATE

HEAD OF EXPERIENCE | VC PARTNER

Scituate, Massachusetts

YEARS OF EXPERTISE

11 YRS

LEADERSHIP COMMUNICATION

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TEAM MENTORSHIP

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DESIGN & PRODUCT SPRINTS

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VISUAL DESIGN DIRECTION

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PRODUCT STRATEGY

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BRAND STRATEGY

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SERVICE DESIGN

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USABILITY TESTING

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MOBILE INTERACTION

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VIDEO PRODUCTION

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## PRESENT & PAST

**CUSTOMER EXPERIENCE, PARTNER @ RALLYCRY VENTURES** DEC 2018 - PRESENT

*Provides the practice and approach needed to deliver successful Customer Experiences for RallyCry's portfolio of founders and their companies. Architects the brand aesthetic, tone, user experience, and service design for the portfolio of digital products.*

**DIRECTOR, HEAD OF EXPERIENCE @ CREATIVE CHAOS** DEC 2018 - PRESENT

*Experience Design department head. Managing remote design staff, client liason for product strategy and product design direction. Facilitating product roadmaps and design needs for firm's enterprise clients, and RallyCry Ventures portfolio of founders.*

**HEAD OF EXPERIENCE DESIGN @ LOVEPOP** MAY 2018 - NOV 2018

*Department head. Department hiring manager overseeing digital design for the organization responsible for road mapping new digital features – setting aspiring design direction – and leading usability testing to validate new features.*

**LEAD EXPERIENCE DESIGNER @ DIGITASLBI & INTREPID** APRIL 2014 - APRIL 2018

*Manager and lead designer for digital products. Led five reports in pitching & delivering digital experiences for enterprise and startups, including: Fidelity Investments, Northeastern University, Eli Lilly, Dunkin' Donuts, Baskin Robbins, Bank of America Merrill Lynch, Lenovo, MillerCoors, Vivox Corp, Overtone, and Mabl.*

**BRAND DESIGNER, FOUNDER @ REPENSO** MAY 2010 - APRIL 2014

*As business owner, led four employees in developing brand identities ranging from local Boston start-ups, to international corporations. Services: environmental, digital and print identities.*

## ARSENAL

SKETCH

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ADOBE CREATIVE SUITE

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ADOBE VIDEO PRODUCTION SUITE

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PIXATE, INVISON, FLINTO

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## EDUCATION

**B.S. & MASTER IN ARCHITECTURE, MINOR IN GRAPHIC DESIGN** 2005 - 2010

WENTWORTH INSTITUTE OF TECHNOLOGY

## ADDITIONAL LANGUAGES

ITALIANO

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