



# ABBEY GOLDENBERG

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DESIGNING THE BRANDS & EXPERIENCES OF TOMORROW

- **Manager - New Product Development, American Express** Jan 2023 - Present  
Enterprise Marketing Technology Transformation
  - Served as an expert in visual storytelling, crafting strong narratives around strategy & value for leadership
  - Transformed fragmented documentation into comprehensive marketing journeys & process maps to drive clarity in the future experience strategy and design
  - Translated complex technical concepts into relevant, high-level outputs for holistic evaluation of challenges and potential solutions
  - Diligently uncovered root causes in the end-to-end US Consumer Marketing experience that hindered campaign efficacy; Leveraged these insights to reimagine the marketing process through alignment with 20+ technical, business, and design teams
  - Identified impactful and urgent inflection points while connecting the dots across the enterprise to sequence marketing initiatives into a 3-year \$90M+ roadmap for a unified, scalable marketing journey
  - Built future-proofed products, starting with foundational marketing & customer journeys and then translating this vision into strategic process & data architecture
- **Operations Excellence Consultant, West Monroe Partners** Aug 2021 - Jan 2023
  - Discovered root causes of \$10M+ in accrued accounts receivables (AR) for a top-10 pharmaceutical company and designed the future state to resolve 90% of AR's collections issues through proactive data management and alignment across 30+ stakeholders
  - Conducted user research (60+ interviews) for a top-5 US retail chain and led collaborative workshops to design the future-state vision through customer personas, journey maps, process maps, and actionable roadmaps
- **Co-Founder, Director of Marketing & Design, CapSource** Mar 2018 - May 2022
  - Established CapSource's brand identity and scalable visual design system (logo, brand palette, typography, iconography)
  - Owned web development, collaborating with software engineers on databases, back-end logic, and data infrastructure
  - Trained and managed a 9-person team of graphic & web designers, researchers, content strategists, and software developers
  - Performed analysis on core customer bases and competitors to design and refine product/services that address customers' undiscovered needs and balance desired functionality with the company vision
  - Expanded the connection of 10,000+ students from 150+ universities to 750+ companies through targeted marketing campaigns, collaboration with the sales team, and ongoing analysis of performance metrics and user interactions
  - Streamlined the pivot from a service-centric business model to a subscription-business model by co-leading the launch of CapSource CONNECT through user research, wireframing, design sprints, and issue resolution
  - Accelerated implementation of 10+ CapSource CONNECT client environments by 70% with a codified visual design system that simplifies and provides flexibility into the modification of visual & technical components
- **Brand & Product Designer & Strategist, FACTORY LLC** Jan 2019 - June 2021
  - Scaled emerging and established CPG companies in food, beverage, and personal care (e.g. ROAR, Pipcorn, Honey Stinger, Partake Foods), collaborating directly with founders, CEOs, and management to drive intentional, strategic, and sustainable expansion
  - Directly worked in FACTORY's innovation facility providing R&D, design, strategy, product positioning and logistical/operational services to accelerate development across the portfolio by artfully pivoting, repositioning, and expanding high-potential brands
- **Independent Brand Design Consultant** Jan 2021 - Present
  - **DBC Tax & Business Advisors** - Brand Strategy & Definition, Product Positioning, Marketing, Logo Redesign, Website Design
  - **Carrie Morgan Yoga** - Brand Strategy & Definition, Product Positioning, Marketing, Logo Design, Website Design
  - **Sowa Financial Group, Inc.** - Logo Design, Brand Palette Creation
  - **Mind & Beauty Skincare** - Brand Strategy & Definition, Product Positioning, Marketing, Logo Design, Website Design

## EDUCATION

Aug 2017 - May 2021

**B.S. Industrial & Systems Engineering, Minors in Graphic Design & Computer Science, Lehigh University**

- Graduated from the Honors Integrated Business & Engineering Program - 4.0 cumulative GPA

## SKILLS & INTERESTS

**Skills:** UI/UX Design (Figma, Sketch, InVision, Adobe XD), Graphic Design, Brand Strategy & Development, Web Development (HTML, CSS, JavaScript, React), Business Process Optimization (Miro, Visio, Lucid Charts, LeanIX), PMO (Jira, Confluence)

**Interests:** Painting, Running, Yoga, Cooking, Reading, Food Blogging, Hiking, Traveling, Stand-Up Comedy