



# ABBY TIPPING

UX/UI DESIGNER & MARKETING MANAGER

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UX/UI designer and marketing strategist with 8+ years of experience in brand identity, digital design, and multi-channel

## EDUCATION

### UX/UI DESIGN BOOTCAMP

2025 - Present

### ASSOCIATES DEGREE

Valencia College, Orlando  
Graphic Design  
October 2019 - April 2022

### TECHNICAL CERTIFICATES

Interactive Design Support  
Graphic Design Specialist  
UI Design

## SKILLS

### DESIGN & EDITING TOOLS

Figma • Adobe Illustrator  
Adobe Photoshop • InDesign  
Canva • CapCut

### UX / UI

Wireframing • Prototyping  
User Research  
Responsive Design  
Component Libraries

### MARKETING

Brand Identity • Campaigns  
Print • Social Media  
Vehicle Wraps • Signage  
Web Design • Content  
Google Suite  
Meta Business Suite



## EXPERIENCE

NOW  
2025

### MARKETING & ENGAGEMENT MANAGER

Launch Family Entertainment | Clearwater, FL

- Lead marketing design and strategy for a high-volume entertainment venue.
- Design digital and print collateral including social graphics, promotional materials, & signage.
- Provide UX-focused web design support including page layout and visual updates.
- Manage multi-channel campaigns across social, email, and in-venue promotions.

2023  
2025

### SR. DESIGNER & MARKETING MANAGER

Dezerland Park | Orlando, FL

- Led a team of 4-5 driving campaigns across digital, social, print, and events.
- Developed and implemented a complete brand guide from the ground up, establishing consistent visual identity across all touchpoints.
- Hired and trained a junior graphic designer, supporting their development and integrating them into the team workflow.
- Developed strategies contributing to a 63% increase in revenue.

NOW  
2018

### FREELANCE DESIGNER & MARKETING CONSULTANT

Abby Tipping Designs LLC | Orlando, FL

- Provide full-service creative and brand strategy for clients across hospitality, food & beverage, and entertainment industries.
- Projects include brand identity, logo design, vehicle wraps, event signage, billboards, packaging, social media campaigns, print materials, and web design.
- Consult with businesses on brand development, customer engagement strategies, and marketing direction.

2023  
2021

### SALES & MARKETING MANAGER

Launch Entertainment Park Orlando | Orlando, FL

- Directed full marketing strategy across digital, email, and print, increasing guest attendance and revenue.
- Designed all creative assets from pre-opening through ongoing operations, including billboards, vehicle wraps, in-park signage, and branded collateral across print and digital.
- Managed social content and campaigns across Facebook, TikTok, YouTube, and Instagram.

## PROJECTS

2026

### RAREWAY • AI-POWERED TRAVEL PLATFORM

UX/UI Design Bootcamp

- Rebranded a travel discovery platform from concept to fully responsive prototype.
- Designed desktop, tablet, and mobile layouts in Figma with a multi-step recommendation form and full component library.
- Developed brand identity including logo, color system, and typography in Illustrator.

Case Study: [abbytipping.com/rareway](https://abbytipping.com/rareway)