Abigail Rivera Fung

Graphic Designer

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PROFILE

Graphic designer with 6 years of experience, 4+ at McKinsey & Company designing proposals for global clients. I turn complex ideas into clear presentations, brand systems and print and digital pieces, within brand guidelines and on tight deadlines.

EXPERIENCE

McKinsey & Company, San José, Costa Rica — 2022 — Present

Media Designer, Proposals

- Design the visual material for proposals that help the firm win large clients, working directly with consultants and partners.
- Lead the core presentation and extend it with microsites, UX mockups, 3D and video when the proposal calls for it.
- Build each proposal's visual identity within the right guidelines: McKinsey's, the client's or a co-branded system.
- Lead projects from first concept to final delivery when there is no creative lead.
- Bring AI tools such as Gemini into the design workflow.

Senior Business Presentation Designer

- Designed presentations for consultants and their clients, turning complex analysis into clear visual stories.
- Applied the firm's brand standards and each client's guidelines to every deliverable.
- Managed several projects at once, on deadlines from days to weeks.

Across both roles

- Mentored 10 designers in the last two years, inside and outside the firm, creating a space where they can grow with confidence.
- Own the World Bee Day initiative for the Green Team: a worldwide digital activity and an in-person event in San José, run with designers and points of contact across offices.

Rosēe, Own skincare brand — 2020 — Present

Founder, Brand Designer & Content Creator

- Founded a skincare brand and built it end to end: visual identity, website, e-commerce, social media and copy.
- Designed the website and online store experience; the e-commerce is profitable.
- Art-directed the product photo shoots, reaching the look of a global brand on a small budget.
- Create the brand's content and write its copy, building a loyal online following.
- Took the brand offline at pop-up markets in Avenida Escazú.
- Built relationships with clients and partners to grow the brand's reach and credibility.

Amazon, San José, Costa Rica — May 2017 — Nov 2019

Escalations, Amazon Home Services — Oct 2017 — Nov 2019

- Resolved escalated customer cases, handling several at once.
- Led internal projects for the team and department, including the Amazon Home Services newsletter.

Customer Service, Amazon Home Services — Jul 2017 — Oct 2017

- Contributed content and feedback to the Email Pilot program.
- Coached colleagues on their writing to improve the quality of customer communication.

Retail Generalist — May 2017 — Jul 2017

- Supported customers across several contacts at once.

STRENGTHS

Thinking in systems
Builds visual systems that hold across McKinsey-branded, client-branded and co-branded work.

Communication
Explains design decisions to consultants, partners and creative leads, and turns their input into clear visuals.

Leadership & mentoring
Leads projects end to end when there is no creative lead; mentored 10 designers in two years.

Ownership
Runs Rosēe and the World Bee Day initiative from idea to execution.

Range
Moves between presentations, microsites, UX mockups, 3D and video, depending on what each project needs.

Negotiation & teamwork
Aligns scope, priorities and timelines with each project team.

SKILLS

Brand & visual: Brand identity and guidelines, brand systems, typography, color, layout, art direction and photo direction

Presentations: Presentation design and visual storytelling, data visualization, proposal design

UX/UI: Website and e-commerce design, UX mockups, microsites, prototyping in Figma and Adobe XD

Print & digital: Print and marketing collateral, social media content

Tools: Illustrator, Photoshop, InDesign, Premiere, Adobe XD, Figma, Blender, PowerPoint

AI: AI-assisted design workflows with Gemini

EDUCATION

B.A. in Product Design, Universidad Veritas — 2021
Graduated with honors. [Graduation award name]

Certifications: Project Management, Harvard ManageMentor; Google UX Design, Coursera; Learning and Development (HRCI), Coursera

LANGUAGES

Spanish: Native

English: Fluent, professional working proficiency

Costa Rican Sign Language (LESCO): Level 4