

# abby sturges

## contact

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## education

**Stanford University**  
**MFA in Product Design, June 2011**  
GPA 4.0

**Carnegie Mellon University**  
**BFA in Industrial Design, May 2004**  
Minor Photography and Digital Imaging  
GPA 3.6, University Honors

**Central St. Martins College of Art & Design**  
BA Honors Product Design,  
Fall Semester Abroad 2002

## speaking

**Telstra Media Partners Roundtable**  
Sundance Case Study & Pivotal Process

**Hawaii Food & Wine Festival**  
Battle of the Food Geeks

**Bohlin Cywinki Jackson's Talk20**  
My Career (Pecha Kucha style)

**Women in Design Conference**  
Startup Founding Partnerships, <http://bit.ly/PzvM3J>

**IDSA Duncan Anderson Lecture Series**  
Design, Food & Entrepreneurship

**Women2.0 Founder's Friday Silicon Valley**  
Culture Kitchen's Story &  
Female Entrepreneurship

**The New Food Chain,  
Investing in Food Startups**  
Tech & In-Person Experiences Growth

## awards + activities

**BASES Social-E Business Plan Competition**  
2nd Place \$5K award, Stanford University

**Omnivore Books Cookie Competition**  
2nd Place, Salted Triple Chocolate Peanut Butter

**US Patent 7,708,110**  
Bandless Hearing Protection Device & Method

**Carnegie Mellon University Swim Team**  
400YD Freestyle Relay Record

## employment

### Independent Consultant

#### UX Research + Product Strategy | March 2017 - Present

Help organizations understand their customers using UX research to identify emerging opportunities & customer segments, bridging an understanding of people's needs, business, & market. Past clients: WeightWatchers, NBCU, The Sundance Institute.

#### Design Thinking Workshop Facilitator | January 2011 - Present

Teach Design Thinking principles & methodologies via immersive, hands-on, collaborative workshops. Past clients include: Stanford d.school, Capital One, & numerous corporations & startups while building Pivotal Labs' LA office, such as CoreLogic, NBCU, Perforce, & Grindr.

### FreshRealm

#### Head of Product | June 2016 - February 2017

Built a Product practice founded on human-centered design.  
Grew & mentored a team of Product Managers and Product Designers.  
Established agile teams across 3 business units (eCommerce, Fulfillment, Foundation).  
Managed the software product development roadmap across the organization.

### Pivotal Labs

#### Associate Director & Head of Design | January 2015 - June 2016

Ensured clients & Pivots felt they were adding value & having fun doing it.  
Co-led Los Angeles office growth from 15 to 50 employees from Q1-Q4 in 2015.  
Hired & enabled a growing team of 8+ Product Designers.  
Redesigned Product Design hiring process to rapidly grow team with the right people.  
Educated peer leadership on design process, selling it, & how to work with Designers.  
Evolved integrated process across PD, PM, Engineering & Data Science to enable agile process, deliver software, & transform enterprise client's digital strategy.

#### Product Design Manager | June 2014 - December 2014

Executed as a Designer & founding Design Manager of the Los Angeles office.  
Managed small team of designers, expanding & deepening their skill sets.  
Established a Design practice & process rooted in lean UX Research and Design.  
Defined & developed a new product offering, Discovery + Framing - getting clients to product market fit faster & allowing Pivotal to take on earlier stage clients than previously able.

#### Product Design Contractor | March 2014 - May 2014

Trained & led team of Pivots & clients through Discovery + Framing process.  
Taught Discovery + Framing best practices to San Francisco Design team.  
Defined & developed MVP for Perforce Helix, a scalable version control software.

### Tastemade

#### Product Lead | March 2013 - February 2014

Defined product roadmap with engineering & community teams.  
Translated user needs into product features & optimized current product.  
Led team through app beta and initial product launch.  
Developed system for customer support & gathering customer feedback.  
Focused on user acquisition & retention by growing engagement.

### Culture Kitchen

#### Co-founder + Chief Operating Officer | May 2011 - Jan 2013

Featured in Fast Company, Techcrunch, NPR, Business Insider, Tasting Table & more.  
Raised seed funding from 500 Startups, The Designers Fund & Angel Investors.  
Led product development & operations for 2 product lines.  
Developed 8 products in 8 months shipping to 40+ states.  
Designed company website, print marketing materials, & owned messaging of product.  
Defined product roadmap, developed qualitative user research strategies & systems for gathering customer feedback to translate into product changes & define product branding & messaging.

Full work history at [www.linkedin/in/abbysturges](http://www.linkedin/in/abbysturges)