

# Bruce Abbott

bruceabbott.co (site includes contact page and design portfolio)

## PROFILE

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Design executive with 19 years of experience advocating on behalf of the human component in consumer software and digital product experiences while cultivating design thinking and excellence at Disney, ESPN, Google, and eBay

## HIGHLIGHTS

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- Led the creation of Disney Direct-to-Consumer & International business intelligence platform experience for Disney+, ESPN+, Hulu, and Hotstar
- Modernized the design organization at ESPN, and co-created the “E” brand for ESPN Digital
- Designed an iPhone feature concept on behalf of ESPN that Apple SVP of Software Engineering, Craig Federighi, demonstrated during the keynote at Apple’s 2016 Worldwide Developer Conference (WWDC)

## EXPERIENCE

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### Stealth Mode

Founder

**Aug 2019 – Current**

West Hartford, CT

- Your healthcare reimaged

### The Walt Disney Company

Senior Director of Product Design, Direct-to-Consumer & International, Data Platforms

**Sep 2017 – Aug 2019**

Bristol, CT

- Led the creation and deployment of the Disney Direct-to-Consumer business intelligence platform on iOS, Android, and web. This new platform transformed real-time subscriber and content engagement data from Disney’s portfolio of streaming products (e.g., Hulu, Disney+, ESPN+, Hotstar) into intelligible channels of insightful and actionable metrics for Disney executives and strategic stakeholders — CTO and CFO sponsored
  - Managed a \$250k budget and a team of 5 React engineers during an 8-month product build while collaborating with data science partners
  - Liaised with Disney Streaming Services (formally BAMTech of MLB Advanced Media) to acquire the raw streaming content and subscriber data for ingest and endpoint creation to power the BI platform

### The Walt Disney Company

Senior Director of Product Design, ESPN, Digital Consumer Products (Domestic)

**July 2014 – Sep 2017**

Bristol, CT

- Led and mentored a team of 12 designers — including the recruitment of 5 new hires — while overseeing design for ESPN on iOS, Android, and web during a 56% increase (+43M) in product MAUs
- Instituted a human-centered design discipline to prioritize empathy, intent, and mental models to inform design thinking, and modernized design operations and process to help drive a 15% and 12% YoY increase in App Store and Play Store ratings respectively
- Designed an iOS feature concept that Apple SVP of Software Engineering demonstrated during the keynote at Apple’s 2016 Worldwide Developer Conference (WWDC); received additional invitations from Apple Platform Marketing to design new concepts at their Cupertino campus for Apple watchOS and Apple tvOS
- Increased collaboration between design and each project partner (e.g., research, engineering, product, content, and project management) by requiring frequent one-on-ones to review, inform, and enhance solutions while empowering each designer with decision-making autonomy

### Egg Haus

Founder, Principal

**July 2008 – July 2014**

San Francisco, CA

- Founded a digital product design firm in San Francisco, CA to provide Bay Area and Silicon Valley technology companies with a cross-functional team of designers and engineers that specialized in mobile software
  - Notable clients: Google (on-site), YouTube (on-site), Disney, Condé Nast, MySpace, AOL, and ESPN
- Achieved 7 “App of the Week” and “Editor’s Choice” features of client applications in the App Store
- Declined M&A offer from YouTube in 2013

### **Ribbit (British Telecom)**

**2007 – 2008**

Principal Designer

Mountain View, CA

- Designed user interaction and interface for Ribbit consumer and enterprise voice software
- Employee #14 — company acquired by BT in July 2008 for \$105 million

### **eBay**

**2004 – 2007**

Product Designer, Disruptive Innovations

San Jose, CA

- Created “eBay Desktop,” a marketplace built atop the Adobe AIR runtime for Windows and OS X while entirely comprised of eBay and PayPal Developer Platform APIs — Surpassed 1 million public-beta installs in 2007
- Devised and implemented a method to reduce merchandise display advertising payload by 71%
- Selected as one of 30 employees for a two-month collaboration to re-envision eBay (“eBay 3.0”)

### **Fidelity Investments**

**2003 – 2004**

Interaction Designer, User Experience & Design

Boston, MA

- Built Fidelity's NetBenefits interactive product education
- Developed a desktop application written in ActionScript that parsed Fidelity’s APIs as an interactive portfolio
- Authored the first interactive design patterns and standards for the design organization

### **IBM**

**2000 – 2002**

Associate Web Designer, IBM.com

Research Triangle Park, NC

- Designed, developed, and deployed user interface enhancements for IBM Personal Computing Division

## **NOTABLES**

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### **San Francisco State University, College of Extended Learning**

**2011-2013**

Adjunct Instructor, Mobile Design

San Francisco, CA

- Authored and taught a course on user interface design for mobile devices including iOS and Android

### **Stanford University, Hasso Plattner Institute of Design (aka d.school)**

**2010, 2011**

Guest Mentor, Launchpad Program

Palo Alto, CA

- Mentored graduate students on human-centered design, rapid-prototyping, branding, and product marketing to incubate and launch a new business (e.g., product, service) in 10 weeks

### **Patent**

**2010**

Online Garage Sale #US-2010016918 (eBay, Inc.)

- Co-authored the method of listing a garage sale online, which encapsulates the event time, location, and items presented as event promotion or marketplace online accessible to internet-connected devices

## **SKILLS & INTERESTS**

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- **Technical Skills:** CLI, Git, VS Code, JavaScript, React, Next.js, Python, Xcode, Obj-C, JIRA, Sketch, Principle, Abstract, Illustrator, Photoshop, Figma, Zeplin, Abstract, Docker, Redshift, AWS
- **Interests:** Linux, open-source hardware, machine-learning, equity trading, poker, golf