

Bruce Abbott

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

PROFILE

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

- Led the creation of Disney Direct-to-Consumer & International insights and streaming metrics platform unifying Disney+, ESPN+, Hulu, and Hotstar engagement data
- 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

Stealth Mode

Founder

Aug 2019 – Current

West Hartford, CT

- Pursuing a vision to reimagine mental health care through the lens of the patient experience

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 insights and streaming metrics 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
 - Led a multidisciplinary team of front-end (React) and API platform developers through an 8-month product build and deployment — included a \$250k budget
 - Partnered with Disney Streaming Services (formally BAMTech of MLB Advanced Media) to define universal metrics for ESPN and Disney streaming service content and subscriber data for ingest and endpoint creation

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 13 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
- Paired with CTO to represent ESPN at Apple for new platform integration; received additional invitations from Apple Platform Marketing to design new concepts for iOS, watchOS, and tvOS at their Cupertino campus
- 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 that provided Bay Area and Silicon Valley technology companies with a cross-functional team of designers and engineers 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, User Experience & Design

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

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

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

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

- **Technical Skills:** CLI, Git, VS Code, JavaScript, React.js, Next.js, Python, Xcode, Obj-C, JIRA, Sketch, Principle, Abstract, Illustrator, Photoshop, Figma, Zeplin, Docker, GraphQL, PostgreSQL, Redshift, AWS
- **Interests:** Open-source server environments, data management, machine learning, equity trading, poker, golf