Bruce Abbott

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Contact and Portfolio

PROFILE

Bruce Abbott, a Software Designer championing the human element in product design, crafting innovative, user-centric solutions — elevated product excellence at Instacart, Disney, and Google.

HIGHLIGHTS

- Spearheaded Disney's Streaming Insights Platform, unifying data from Disney+, ESPN+, Hulu, and Hotstar.
- Led and culturally transformed the design team for ESPN App & Web during a remarkable period of growth.
- Designed the immersive ESPN App experience demonstrated by Apple's SVP, Craig Federighi, during the keynote at Apple's Worldwide Developer Conference.

EXPERIENCE

Moon Maus   **2019 – Current**
Founder   West Hartford, CT
- Moon Maus serves as a platform for exploring ideas and facilitating consulting engagements with technology clients, such as Instacart, focusing on priority roadmap initiatives aligned with user experience and design.
- Rapidly incubating the following (as of August 2024):
  - **Moon Networks** (moonnetworks.co): Next-generation network management & intelligence
  - **NUiPi** (alpha build): Moon Networks first cloud-native platform component for Open Compute networks
  Extended timeline projects:
  - **Bedside** (prototype)**:** Elevating patient care with a diverse team of medical professionals
  - **MMount** (alpha build): An intuitive CLI utility mounting network shares for macOS and Linux

Instacart   **2021 – 2023**
Product Design Consultant, Instacart App   San Francisco, CA (remote)
- Embedded in Instacart's Customer Satisfaction SWOT pod, tasked with executing strategic cost optimization initiatives set forth by Instacart's senior leadership. The cross-functional team included leads representing Data Science, Product, User Research, Engineering, Content, and Design, focusing on enhancements across iOS, Android, and web platforms.
  - Collaborated daily with partners to refine critical segments of the platform (e.g., customer transaction lifecycle) through data-driven adjustments and testing, boosting retention and reducing appeasement costs. This strategy unlocked a $50M opportunity (FY23) as noted in Instacart's IPO S-1 (p. 135), surpassing the team stretch goal.
- Principal designer for Instacart's new venture, Instacart Health, supporting business development engagements with leading healthcare brands. Designed the debut Health product, Fresh Funds, an innovative program giving people funds to buy nutritious food and incentivizing healthy habits to combat nutrition insecurity nationwide.
- Enhanced the Instacart+ Family Account experience by streamlining workflows, enriching content, and seamlessly integrating brand elements, facilitating effortless onboarding for invited family members.

The Walt Disney Company   2017 – 2019
Senior Director of Design, DTC Data Platforms   Bristol, CT

- Led the creation of Disney's Direct-to-Consumer Streaming Insights Platform on iOS, Android, and web, transforming near real-time subscriber and content engagement data from Disney's streaming products — Disney+, ESPN+, Hulu, Hotstar — into actionable insight channels for executives and content stakeholders.
  - Steered a six-person contract team of React and API platform developers through an 8-month product build. Wore multiple hats as product designer, acting product manager, and contributing UI developer, to ensure a comprehensive release.
  - Orchestrated the data-sharing collaboration between Disney Streaming Services and ESPN+. This partnership culminated in the creation of Disney Streaming Metrics, the internal standard and benchmark for content and subscriber data specifications, policies, and API endpoints across The Walt Disney Company.

The Walt Disney Company   2014 – 2017
Head of Design, ESPN App & Web   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 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.
- Enhanced collaboration across design and project partners (e.g., research, engineering, product, etc.) through proactive communication to review, inform, and iterate, fostering greater autonomy for designers.
- Paired with the CTO to represent ESPN at Apple for the review of tvOS platform integration. Accepted invitations from Apple Platform Marketing to create concepts for iOS, watchOS, and tvOS on-site in Cupertino.

Egg Haus   2008 – 2014
Founder   San Francisco, CA

- Egg Haus was established as a product design firm, partnering with Bay Area and Silicon Valley technology companies to craft branded experiences across mobile and web. A talented team of designers and engineers was often embedded on-site with notable clients such as Google and YouTube.
- Achieved 7 "App of the Week" and "Editor's Choice" features of client applications in the App Store.
- Declined an offer from Google's M&A team to join YouTube in December 2013.

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.

Fidelity Investments   2003 – 2004
Interaction Designer, User Experience & Design   Boston, MA

- Designed interactive product walkthroughs for Fidelity NetBenefits customers, enhancing user comprehension.
- Built a desktop application concept that transformed internal APIs into a real-time interactive stock portfolio.

NOTABLES

Stanford University, Hasso Plattner Institute of Design (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) during a 10-week period.

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
Online Garage Sale #US-20100169180, 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 accessible to internet-connected devices.

TECHNICAL

Proficiency
- JavaScript (2019: bruceabbott.co), Typescript (2024: moonnetworks.co + NUiPi), Python, Terraform, shell script (POSIX, PowerShell), Kubernetes, Ansible, Linux server administration, Enterprise Network administration (SONiC NOS supporting NVIDIA Spectrum series switches)

Hobbies
- Maintaining a homelab consisting of a 3-node Kubernetes cluster and robust network hardware serving as support for the following:
  - Private cloud infrastructure for incubating projects
  - Isolated 25Gb network for 43 TiB ZFS storage pool
  - Custom home automation and security
- Pursuing novel concepts by intersecting data science and compute (e.g., AI, ML, DL)
  - Wrote a Python app that extracted $100k+ of value from a private dataset
  - Local AI currently served from a dedicated RTX 3090 Ti