

ABI MORGAN

education

BFA Industrial Design

Savannah College of Art and Design
Savannah, GA and Hong Kong

General Assembly, CareerFoundry

Digital skill specific workshops;
six week courses on principles of
design research and render tools

software

3D Modeling	2D graphics
Solidworks	Illustrator
Rhino 3D	Photoshop
Keyshot	InDesign
	Miro

skills

Generative Design
Brand Partnerships
Trend Research
Mood Boarding
Rapid Ideation
Collaboration
Product Sketching
Digital Rendering
Product Developing

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work experience

DESIGNER : PERSONALIZATION + ACCESSORIES

Crocs | Feb 2024 - March 2025 | Broomfield CO

As a designer for personalization and accessories at Crocs, I leverage my expertise in both 3D product design and graphic illustration to drive innovation within the jibbitz category.

My responsibilities include travel for trend research, enabling me to identify emerging styles and consumer preferences across multiple markets. I collaborate with cross-functional teams to ensure that our products resonate with our diverse customer base while pushing the boundaries of creativity. My commitment to design excellence guarantees that each accessory is meaningful to our consumers and complements our footwear portfolio, diversifying the Crocs brand DNA.

CMFG + ACCESSORIES DESIGNER

Popsockets | Sept 2021 - Aug 2023 | Boulder CO

Designed multiple annual collections of basic to premium tiered popgrips and popcases using plastics, metals, enamel, and silicone materials, while expanding our CMF capabilities.

Developed designs through SMU partnerships with brands like Target, Barnes and Noble and Otterbox. Coordinated cross-functionally with multiple teams while prioritizing deadlines and product ownership.

Leveraged my modeling and rendering background to develop master render files and provide Solidworks and Keyshot support throughout the CMF and licensing teams.

DIGITAL DESIGNER, RESIN FABRICATOR

Kimbra Designs | Oct 2019 - May 2021 | Denver CO

As an integral part of a small team, I was in charge of all things creative and related to design and development. My responsibilities spanned from trend research, photography, email marketing, and content creation, to working with my team to create jewelry, home goods, and holiday gift ideas.

LIGHTING DESIGN INTERN

Quoizel | June - Aug 2018 | Charleston SC

Owned the entire residential lighting design process: from researching market trends, materials, styles, and finishes, in order to sketch, model, render, and produce final designs.