

Abby Kathleen

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- Check out my work at www.abbykathleen.com •

EDUCATION

UNIVERSITY OF WISCONSIN-EAU CLAIRE | Graduated Spring 2020
Bachelor's Degree – Graphic Communications, 3.5 GPA

Developed and designed a diverse range of creative projects. Collaborated directly with various clients to understand their needs, provide design solutions, and ensure client satisfaction.

AWARDS

**WISCONSIN BROADCAST
ASSOCIATION AWARDS
Spring 2020**

2nd Place – Sports Play-By-Play (TV),
for Blugold Football VS. UW-Stout

**NOMINATED FOR UPPER
MIDWEST EMMYS | Spring 2020**

Sports Play-By-Play (TV),
for Blugold Football VS. UW-Stout

**62ND ANNUAL STUDENT JURIED
ART SHOW | Spring 2020**

Photographic collage highlighting
my great-grandmother's life.

PROGRAM EXPERIENCE

INDESIGN | 6 YEARS

PHOTOSHOP | 6 YEARS

ILLUSTRATOR | 6 YEARS

PREMIERE | 3 YEARS

PROCREATE | 4 YEARS

LIVETEXT | 2 YEARS

LAGO | 2 YEARS

LIGHTROOM CLASSIC | 1 YEAR

WORK EXPERIENCE

E-COMMERCE GRAPHIC DESIGNER | Winter 2023 – Current

Menards – Eau Claire, WI

Collaborate with vendors and colleagues to generate engaging and impactful content for the company website. Proactively identified and resolved website issues, such as broken links, formatting errors, and typographical mistakes, ensuring a seamless user experience. Continuing to create materials from my role as the promotions graphic designer.

GRAPHIC DESIGNER | Winter 2023 – Current

Four Peas Consulting | Marketing Strategy Consultants – Eau Claire, WI

Produce high-quality visual designs, including but not limited to logos, print collateral, digital assets, and social media graphics.

PROMOTIONS GRAPHIC DESIGNER | Summer 2022 – Winter 2023

Menards – Eau Claire, WI

Designed a wide range of print and digital materials for the President of Menards, including posters, autograph cards, social media graphics, and vehicle sweepstakes materials. Created and maintained an organized archive of company materials, ensuring easy access for future reference and streamlined workflow. Collaborated with NASCAR Cup/X-finity/Truck, Team Penske, and Menards Racing to design promotional resources and branded merchandise.

PRINT ADVERTISING TECHNICIAN | Fall 2020 – Summer 2022

Menards – Eau Claire, WI

Designed printed and online pages for weekly flyers. Took on leadership roles. Chosen by higher-ups to create front and back pages for weekly flyers. Developed corporate communication skills.

CREATIVE DIRECTOR | Fall 2018 – Spring 2020

University of Wisconsin-Eau Claire, TV-10

TV-10 ADVERTISING TEAM MEMBER | Fall 2017

University of Wisconsin-Eau Claire, TV-10

PAINTER & DESIGNER | Summer 2015 – Summer 2019

S&D Wholesale – Augusta, WI

RETAIL CLERK | Summer 2011 – Summer 2014

The Wood Shed – Augusta, WI

VOLUNTEER WORK

Graphic Designer | Spring 2022

Grace Lutheran Church – Augusta, WI