

ABBY ROBERTS

SOFTWARE SKILLS

PHOTOSHOP



ANIMATE



ILLUSTRATOR



PHOTOGRAPHY



INDESIGN



MICROSOFT OFFICE



SKILLS

CREATIVE



Advertising Design

TEAMWORK



Advanced Typography

COMMUNICATION



Corporate Identity

WRITTEN



Design Team Production

LEADERSHIP



Package Design

Web Design

WORK EXPERIENCE

MARCH 2007 - PRESENT

GRAPHIC DESIGNER: Freelance

I continue to build my portfolio throughout my design career. I really enjoy what I do!

As a freelancer, I work with many different clients and build relationships with them to help build or maintain their brand. Recommend and consult with clients on the most appropriate graphic design options based on their overall marketing goals. Experience in the management of the complete design process, from conceptualization to delivery. Including logos, business cards, social media ads, website design and more. (Look below on second page for Freelance experience).

OCTOBER 2018 - JUNE 2019

GRAPHIC DESIGNER: MGM Northfield Park (Formally The Hard Rock Rocksino)

I was responsible for creating new design for internal pieces at Hard Rock/MGM. I created menu boards, posters, postcards. As well as digital designs for billboards, social media and cool signs for events and food venues. I was responsible for the print ads that run every week. I worked in a fast pace environment, working on multiple projects at a time, being consistent and creative with the brand, meeting weekly deadlines. Responsible for contacting printers, getting quotes and sending over print ready files, making sure the printed items got delivered to the correct department. I directed multiple photo shoots as well as taking my own photography. Interviewed new designers and went through resumes for new hires. I was apart of the rebrand of the entire Racino. Hard Rock was bought out by MGM and the design team had to make sure every machine and any artwork that was Hard Rock was removed, redesigned and replaced.

MAY 2013 - OCTOBER 2018

SENIOR GRAPHIC DESIGNER: Hardman Group: Akron, OH

I created new design as well as production work. Designs include brochures, newsletters, social media, package design, e-mail, folder design, web design, info graphics and logos. It is fast paced, customer centric, and requires me to maintain high quality design throughout the entire process.

SEPTEMBER 2013 - MAY 2017

GRAPHIC DESIGNER/BOARD MEMBER: No Child Without A Gift


Non Profit: Ravenna OH

I was involved with the start up of this non profit. It is for kids in need at Christmas. As a board member my responsibilities were designing the logo, website, postcards, and programs.




CONTACT INFO

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ABOUT ME

Highly **CREATIVE** Graphic Designer with extensive experience in print design. I have a passion for design, and a strong attention to detail. I am a dynamic team player. I create designs that stand out. I multitask, lead others and am accustomed to performing in deadline-driven environments.

EDUCATION

ART INSTITUTE OF PITTSBURGH:

2005-2008

Pittsburgh, PA 15219

Bachelor of Science Degree in
Graphic Design, March 2008, GPA 3.4

UNIVERSITY OF AKRON:

Studied Graphic Design, 2003-2005

HTML 5 CERTIFICATE:

2020: Udemy Online Course

SELECTED AWARDS

Honor Student Award:

Fall 2006: GPA 3.6

Summer 2007: GPA 3.9, Dean's List

Work displayed in showcase at Art
Institute of Pittsburgh

Perfect Attendance: 2005

I was a part of planning and organizing our yearly reverse raffle. The day of the raffle I was there making sure everything ran smoothly and helped run the event. I also shopped for 15-20 different children each year, each child had a \$100 budget and then I delivered the gifts to the parents, so the children had gifts to open on Christmas.

MARCH 2010 - APRIL 2011

SENIOR GRAPHIC DESIGNER: Cable Quest: Hudson, OH

I was responsible for creating and designing new print concepts, working with the Art Director, Copy Writers and with other designers. I guided and led entry-level designers on creative design and taught them new styles and layouts. I was also responsible for production work, including type and layout changes. I had to work fast and produce high quality design.

JULY 2008 - MARCH 2010

GRAPHIC DESIGNER: Electronic Merchant Systems: Independence, OH

I was hired to create layout concepts for gift cards as well as create ads, brochures and handouts for the Marketing Department. In November 2009 I took on the role as a Design Specialist. I was responsible for creating websites and continued designing gift cards and marketing pieces. Each job I was given I worked closely with the client, went over how the process worked, and implemented their vision of how they wanted their gift cards/website to look. I also had a Customer Service role where the client could call me with any questions with website and gift cards.

AUGUST 2007- NOVEMBER 2007

GRAPHIC DESIGN INTERN: Entermedia: Pittsburgh, PA

As a graphic design intern I was hired to design ad's, for Entermedia's new website—Qlique. Brainstorming and concept development. Working close with the owner and other designers.

MARCH 2003- OCTOBER 2007

SERVER: Outback Steakhouse: Akron, OH & Pittsburgh, PA

Provided great customer service to any and every customer. Ensured high customer satisfaction through greeting customers and assisting with questions. Staying attentive to the needs of guests in the dining area, while maintaining a positive attitude.

FREELANCE

2020/2021:

- Contempo Design + Communications:
 - People cut-outs for the Cleveland Indians
 - Menu Board- Coloassal Cupcakes
- Ashleigh Scott Salon: Website Design
- H&H Associates: Logo, business card, website design
- 1 Call Property Services: Logo, business card, door hanger, T-shirt & magnet designs

2019:

- Invitation designs
- Business card designs (Boyce Machines, One Call Property Service)
- Logo Designs (Greg Hullinger Fitness, Boyce Machines, One Call Property Service)
- Appointment Cards
- Website Design (Greg Hullinger Fitness)
- Decal Designs (Drew Devine, Cataylst Cups)

2018:

- Baby shower invitation
- Business card design (Thai Yoga Stretch)
- Postcard design (Sensativa)
- Logo Design (Sensativa)

2007-2017:

- Roberts Landscaping: logo, business card, brochure, door hanger, rack card, T-shirt & website designs.

2017:

- Wedding invitation & RSVP card designs

2016:

- AIM: Logo Design
- Wedding invitation design: save the date card, bridal shower invitation, RSVP card & hotel card designs
- TWIG Designs: logo & business card designs

2015:

- Preferred Access Care: rack card designs

- Brimfield Center: designed logo & service sticker
- AFS: website

2014:

- Scott Penn Public Insurance Adjuster: logo, business card & stationary designs

2013:

- Heart 2 Heart: logo, brochure, signage, sticker & stationary designs

2012:

- Tallmadge Police Department: logo for K-9 unit T-shirts
- DC Performance Training Center: logo, website, T-shirt design & business card designs
- Expand Lead: logo & business card designs
- JaNicki Photography: logo design
- Camp Quality Fundraiser: event ticket & postcard designs

2011:

- Nissan Salesman: business card design
- No Child Without A Gift Corp: logo, flyer & website
- Hair By Renee: logo,business card, website, rack card, gift card & greeting card designs
- Hair By Abbey: logo,business card, website,postcard, gift card,coupons & rack card designs
- Skin Co By Danielle: logo,business card, website, postcard, gift card & brochure designs

2010:

- Rumor Agency: logo, business card & web design
- Pryor Property Services: logo

2009:

- Roberts General Excavating: logo & business card designs

2008:

- Moffet Lawn Service: business card design