Abigail West

AbigailWest.com | Abigail.West@verizon.net

EXPERIENCE

Quad/Graphics | Landover, MD

Production Designer; April 2021-Present
- Worked on the weekly ad circular for Giant Food, which involved concurrently building, proofing, and preparing four weeks of pages for print.
- Managed an organized file system through Adobe AEM and efficiently multitasked in a fast-paced, deadline-driven environment.

Clinical Care Options | Reston, VA

Freelance Graphic Designer; November 2020-Present
- Redrew figures, graphs and visual aids and designed PowerPoint slides to match brand standards and promote a professional image.
- Designed scalable and adaptable banner advertisements for various sizes and uses digitally.

Virginia Linen Service | Petersburg, VA

Marketing Assistant & Graphic Designer; October 2019-September 2020
- Increased social media engagement for Virginia Linen Service by an average of 88% on all outlets (Facebook, Instagram, Twitter, LinkedIn) within 6 months.
- Collaborated with internal teams, as well as personally interfacing with vendors and sales teams to create timely and on-brand sales materials.
- Met both traditional and digital format design needs company-wide, handling all projects from concept to completion such as: social media posts, web page mockups, flyers, promotional videos, company newsletters; etc.

SKILLS

Expertise with Adobe Creative Suite—Photoshop, Illustrator, InDesign, XD, After Effects, and Premiere Pro

Expert proficiency in Microsoft Office—Word, Excel, PowerPoint, Outlook, and Publisher

Working knowledge of HTML and CSS, as well as WordPress

Working knowledge of both Mac and PC environments

Highly communicative, self-motivated and detail-oriented

EDUCATION

George Mason University | Fairfax, VA

BA in Art and Visual Technology with a concentration in Graphic Design, minor in music; graduated December 2018

Relevant Coursework:
- Principles of Graphic Design
- Editorial Design
- Web Design
- Photography
- Typography
- Corporate Design and Branding
- Writing for Designers
- Professional Design Practices