

# abigail gross

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## summary

Creative, determined, and passionate about my work. I prioritize productivity and collaboration, whether working independently or as part of a team. My goal is simple: to deliver exceptional design that tells stories with creative innovation.

## education

2016—2020

### **Pennsylvania State University**

University Park, PA  
Bachelor of Arts, 3.5 GPA

## honors

The National Society of  
Leadership and Success  
The National Society of  
Collegiate Scholars  
Dean's List (SP 18, FA 18, SP 19)

## activities/involvement

THON 2020 Rules & Regulations  
Event Safety Security Captain  
THON (2019, 2018) Rules & Regulations  
Security Leader  
THON 2017 Rules & Regulations  
Committee Member  
Co-Founder & Treasurer  
of Sunny State (2018-2020)

## programs

Illustrator - InDesign - Photoshop - XD -  
After Effects - Acrobat - Premiere Pro -  
Figma - Microsoft Office - Canva

## skills

graphic design - logo design - animation /  
motion graphics - video editing -  
photography - typography - branding -  
conversion optimization - painting /  
drawing - UX/UI design - some  
HTML/CSS - collaboration - time  
management - project management -  
print design - social media management -  
problem-solving

## experience

### **R&CPMK - New York, NY**

Graphic Designer  
01/2022—present

Collaborate daily with creative team to design creative assets for key agency clients, including social media posts, internal and external marketing collateral and displays, and animations. Envision, produce and implement design concepts for experiential marketing activations.

### **Freelance Graphic Designer**

NYFTA - New York, NY  
01/2022—12/2022

Work with Marketing Manager to fulfill design needs of NYFTA and FTALA including icon design, website re-branding, and PowerPoint design.

Hudson Creative - New York, NY  
02/2021—08/2022

Design website mock-ups for clients' websites. Increase traffic to clients' sites through search engine optimization and design.

Misc.  
05/2020—present

Create visual content and design solutions for wide variety of clients, ensuring alignment project goals while managing timelines and feedback independently.

### **Berk Communications - New York, NY**

Freelance Graphic Designer  
05/2022—12/2022  
Graphic Designer  
06/2021—12/2021  
Assistant Graphic Designer  
09/2020—06/2021

Fulfilled wide range of clients' graphic design requests including social media posts, presentation decks, print collateral, and package design. Designed company website and agency-wide branding materials.

### **PSU Sustainability Institute - University Park, PA**

Graphic Design Intern  
08/2019—05/2020

Developed and designed printed materials such as flyers, infographics, posters, and conference collateral, under the direction of the Communications Specialist.

### **CBS Sports - New York, NY**

Graphic Design Intern  
05/2019—08/2019

Generated digital marketing creative content, including digital assets, photography research, and print ads. Worked closely with team designers and Senior Designer to develop web graphics and assets.

### **MyKlovr - New York, NY**

Graphic Design Intern  
05/2018—04/2019

Designed social media posts, brochures, icons, and website dashboard for higher education student advising service. Created, edited, and produced promotional video, along with other assets as needed.

