

abby fritsch

graphic designer

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Scan to see
my portfolio.

Or visit: abbyfritsch.com

skills

Adobe Creative Cloud
InDesign
Illustrator
Photoshop
Lightroom
DSLR Photography
Risograph Printing
3D Printing
Rhino 8

education

Appalachian State University May 2025
Boone, North Carolina

Bachelor of Fine Arts in Graphic Design GPA: 3.99
Minor in Digital Marketing

Chancellor's List Fall 2021 – Fall 2024

experience

Appalachian State University Oct 2024 – Present
Graphic Design Intern

- Developed creative concepts and graphic solutions to replace outdated imagery, improving the website's visual appeal.
- Collaborated with department leaders to ensure graphics aligned with the Management Department's identity and goals.

Children's Book: Andy the Alarm Clock Feb 2024 – Aug 2024
Freelance Illustrator

- Collaborated closely with the author to understand and fulfill the creative vision of the story, illustrating 25 engaging pages.
- Adapted illustration style based on author feedback, demonstrating flexibility and attention to client expectations.

activities

Second Story Media Advertising Agency Jan 2024 – Present
Creative Director

- Directed a creative team of graphic designers and copywriters to produce deliverables for nonprofit clients.
- Approved final deliverables to ensure quality and alignment with client expectations.

The Peel Literature & Arts Review Aug 2024 – Present
Visual Editor

- Reviewed and curated visual submissions for publication, ensuring content aligned with the magazine's creative standards and vision.
- Collaborated with a committee to evaluate hundreds of student submissions and select featured works.

The Collective Fashion Magazine Aug 2024 – Present
Editorial Designer

- Designed contemporary magazine layouts for photoshoots, collaborating with the team to achieve a cutting-edge aesthetic.
- Contributed to social media graphics and branding guidelines to ensure a cohesive and professional visual identity.

exhibitions

The 22nd Appalachian Mountain Photography Contest Juried Exhibition Jan – May 2025
Turchin Center for the Visual Arts, Boone, NC

App Prints Juried Exhibition Mar 2025
The Looking Glass Gallery, Boone, NC

Omnium Gatherum: Senior Graphic Design Exhibition April 2025
The Solarium, Appalachian State University