

graphic designer

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.

skills

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

programs

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

education

2016—2020

Pennsylvania State University

University Park, PA

Bachelor of Arts in Integrative Arts, 3.5 GPA



experience

R&CPMK — Graphic Designer

New York, NY — 01/2022—present

Collaborate daily with a team of 5+ individuals to execute creative projects for 15+ clients annually.

Produce over 400 creative assets annually, including 100+ social media posts, 125+ marketing collateral (internal and external), 75+ experiential marketing / activation assets, and 20+ animations to enhance client engagement and brand visibility.

Conceptualize and execute unique design solutions for experiential marketing activations, ensuring alignment with client objectives and creating immersive brand experiences that engage 30,000+ participants per event.

Lead the end-to-end delivery of design projects, ensuring alignment with client objectives and brand standards while managing timelines.

Spearhead enhancements to the design process, leading to a 10% reduction in production time for creative assets.

Misc. — Freelance Graphic Designer

05/2020—present

Independently manage timelines and feedback for 10+ clients, delivering assets on time and within budget while exceeding client expectations.

NYFTA/FTALA — Freelance Graphic Designer

New York, NY — 01/2022—12/2022

Partnered with Marketing Manager to address design needs for New York Food Truck Association (NYFTA) and Food Truck Association of Los Angeles (FTALA), including creating custom icons, executing a website rebranding project, and designing PowerPoint templates to enhance brand consistency.

Hudson Creative — Freelance Graphic Designer

New York, NY — 02/2021—08/2022

Boosted website traffic by 15% on average through strategic search engine optimization (SEO) tactics and design improvements, resulting in higher client engagement and visibility.

Berk Communications — Assistant Graphic Designer >

Graphic Designer > Freelance Graphic Designer

New York, NY — 09/2020—12/2022

Fulfilled 100+ graphic design requests for clients, including social media posts, presentation decks, print collateral, and package design, ensuring alignment with brand standards.

Designed and launched a new company website and develop agency-wide branding materials, contributing to a 15% increase in online engagement.

PSU Sustainability Institute — Graphic Design Intern

University Park, PA — 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 — Graphic Design Intern

New York, NY — 05/2019—08/2019

Generated over 50 digital marketing assets, including web graphics, photography research, and print ads.

MyKlovr — Graphic Design Intern

New York, NY — 05/2018—04/2019

Designed over 30 social media posts, brochures, icons, and a website dashboard to enhance the user experience for a higher education student advising service.

Created, edited, and produced a promotional video, along with additional digital assets, to support service awareness and engagement.