

ABBI STARK

ABBISTARK.COM

SUMMARY: Graphic designer with 6+ years of experience designing in digital and print environments, developing and maintaining brands, and implementing professional design across multiple mediums.

GET IN TOUCH



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SOCIAL MEDIA



/ABBISTARK



@ABBISHARK

EDUCATION

BACHELORS: GRAPHIC DESIGN

University of Minnesota (UMN)
Minneapolis, MN 2012-2016

SKILLS

Illustration. Photography.
Copywriting. Animation.
Adobe Suite. Microsoft Office.
Wordpress. Sketch. Drupal.
Sales Force Marketing Cloud.
Avidemux. Hubspot.

GRAPHIC DESIGNER

NovuHealth, St. Louis Park · 2017-Current

Working with corporate marketing executive teams planning, presenting and executing design concepts across multiple mediums: presentations, case studies, websites, landing pages, emails, video, social, mobile and print. Supporting digital B2B campaigns through designing, coding, and developing email marketing messages and landing pages in both HubSpot and Salesforce Marketing Cloud. Designing websites, landing pages, digital ads and web banners. Creating and following brand standards, and executing them across multiple platforms.

GRAPHIC DESIGNER

Medical School + Technological Leadership Institute, UMN · 2015-2017

Creating a unique brand identity for TLI while aligning with UMN brand standards. Developing and designing creative TLI marketing campaigns for traditional and digital advertising mediums. Designing social media assets, HTML emails, print materials, bus tails, billboards, website assets, and branded Powerpoint presentation templates within UMN Driven campaign. Assisting in event photography.

GRAPHIC DESIGNER

College of Journalism & Mass Comm (SJMC), UMN · 2014-2016

Designing identity and implementing promotional materials for SJMC events, classes, programs, and publications. Creating promotional posters and pop-up banners for SJMC events as well as for course promotion. Providing support for director of marketing during the annual Spring Showcase, including creating showcase signage, presentations, programs and certificates. Designing infographics and page layout for the annual SJMC Murphy Reporter which reaches SJMC alumni, faculty, and current students.

FREELANCE & CONSULTANT WORK

MN Label Inc.

Designing 12 unique Christmas labels for local printing company. 2016 Printing Industry Midwest (PIM) Best of Student Category award recipient.

UMN Ninjas - Women's Ultimate Frisbee

Developing logo for commercial use in all UMN women's ultimate frisbee apparel and recruiting materials. Originally designed jerseys and discs available for purchase at ninjawomensultimate.weebly.com.

Kibera Girls Soccer Academy/Association (KGSA)

Designing website and brochure for Kibera Girls Soccer Academy & Foundation to generate support and solicit donations for KGSA, located in Kibera, Africa.

Campus Jobs Inc.

Developing & designing original 'Work Values' poster for Campus Job offices
