



Abigail Bell

CONTACT

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CORE SKILLS

Publication & Layout Design

Interactive & Print Publications

Typography

Visual Storytelling

Information Design

Brand Identity Systems

Infographics & Data Visualization

Digital & Print Production

Event & Marketing Collateral

UI / UX Fundamentals

Photography & Retouching

Cross-Functional Collaboration

Project Management

Stakeholder Review

EDUCATION

B.F.A. Studio / Digital Arts

Liberty University

PROFESSIONAL SUMMARY

Senior Graphic Designer specializing in long-form interactive and print publications, brand systems, and data-driven visual assets for corporate, nonprofit, and institutional clients. Proven ability to lead layout and visual storytelling across complex, multi-stakeholder projects from concept through delivery, with deep expertise in typography, publication design, and cross-functional collaboration.

PROFESSIONAL EXPERIENCE

Senior Graphic Designer

Gimga Design Group | March 2023 – Current

- Led design and production of multi-volume interactive and print publications (60–150+ pages) across recurring releases, overseeing layout systems, typography, and visual storytelling.
- Designed and deployed brand identity systems used across 20+ touchpoints, including publications, events, digital platforms, and marketing collateral.
- Developed comprehensive brand identity systems, including logos, color palettes, brand guidelines, and supporting collateral.
- Designed cohesive event ecosystems for single-day and multi-day events, including invitations, programs, signage, awards, presentations, videos, branded merchandise, and digital promotions.
- Owned project workflows from concept through delivery, coordinating timelines, resources, and stakeholder reviews across multiple concurrent projects.
- Managed social media design execution, ensuring brand consistency across platforms and campaigns.
- Maintained and structured a large-scale content database, managing website data input, business listings, and content accuracy to support user experience and discoverability.

Freelance Graphic Designer

Abigail Bell Designs | April 2020 – Current

- Delivered branding, digital marketing, and print design solutions for nonprofit, academic, and professional organizations producing 50-100+ assets across formats.
- Designed and customized a Wix-based portfolio website, optimizing layout, navigation, and user experience to align with brand positioning and business goals.
- Selected clients and recognitions include American Advertising Silver Student Award, Phi Theta Kappa Honor Society, and Zeta Chi Honor Society.

Production Designer

FILA | September 2020 – November 2022

- Supported the creative team in producing and updating B2B catalogs using established templates and brand systems.
- Maintained and updated large-scale catalog and asset libraries (100+ files per cycle), ensuring visual consistency and production readiness.
- Prepared and managed production-ready files for internal and external distribution.

SOFTWARE & TOOLS

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe XD
Figma
Adobe Lightroom
Adobe Premiere
Asana
Canva Pro
Adobe Express
AI-assisted Design Tools
HubSpot
Mailchimp
Salesforce
Microsoft Office
WordPress
Wix
Fontographer

AFFILIATIONS & AWARDS

American Advertising Silver Student Award
AIGA Member

Graphic Design Specialist

Stand Steady | January 2022 – December 2022

- Developed digital assets for integrated campaigns, producing 20–40 assets per initiative across social, email, and e-commerce platforms.
- Maintained cohesive branding across product advertising and printed instruction manuals.
- Collaborated with cross-functional teams to ensure consistency across customer touchpoints.
- Managed multiple concurrent projects from concept through completion while meeting delivery deadlines.

Senior Graphic Designer

Society of Human Resource Management (SHRM) | February 2020 – April 2020; March 2021 – December 2021

- Governed shared creative libraries containing hundreds of assets, enabling consistent multi-channel marketing and publication output across departments.
- Produced and adapted digital asset variations for multi-channel marketing and advertising campaigns.
- Partnered with internal stakeholders to ensure brand alignment across departments and deliverables.

Specialty Copy, Print & Production Designer

FedEx Office | August 2018 – December 2019

- Operated printing, binding, graphics, and copying equipment to produce complex client orders.
- Provided pricing, consultation, and design support for corporate clients, including Capital One.
- Ranked second in region and first in district for performance and revenue.