



Abigail Bell
Graphic Designer

Contact

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Education

B.F.A. Studio / Digital Arts

Liberty University

American Advertising Silver

Student Award

Phi Theta Kappa Honor Society

Zeta Chi Honor Society

AIGA Member

Graphic Design Specialist

Stand Steady | January 2022 - December 2022

- Create and maintain files for all creative assets and resources such as: software, art materials, images, and branding materials.
- Develop digital assets to be used across marketing campaigns such as social media, emails and multiple e-commerce listing platforms.
- Manage workload and creative projects from concept to completion, keep projects on schedule and meet delivery deadlines.
- Closely collaborate with other creatives and teams to ensure that the look and feel of the brands are consistent across all communication channels and products.

Production Designer

FILA | September 2020 - Current

- Supporting the creative team with updating and creating B2B catalogs using their current designs and templates.
- Responsible for upholding the creative look and feel of brand assets.
- Maintain the creative look and feel of digital assets, add copy as needed.

Senior Graphic Designer

**Society of Human Resource Management | Feb. 2020 - Apr. 2020
Mar. 2021 - Dec. 2021**

- Create and maintain files for all creative assets and resources such as: software, art materials, images, and special fonts.
- Develop and manipulate variations of different digital assets to be used across marketing/advertising campaigns.
- Manage workload from concept to completion, communicating with all necessary in-house teams to keep projects on schedule.
- Closely collaborate with other creatives and stakeholders at all levels of the company to ensure that the look and feel of multiple brand systems are consistent across all channels and products.

Graphic Designer

Abigail Bell Designs | April 2020 - Current

- Partnered in custom guitar restoration. Illustrated and painted the body of the guitar.
- Illustrated chalk drawings (in set of 3) based on super hero comics.
- Illustrated watercolor fall cards as a fundraiser for an orphanage in South Sudan.

Noomy Food Truck | October 2018 - February 2019

- Developed logo and menus for start-up food truck.
- Researched target markets and created fillable contracts for commercial use.
- Illustrated fashion designs for competition and eventual production.

Software Experience

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe XD
Adobe Lightroom
Bannersnack
Instapage
Salesforce
Microsoft Office
Insightly
Fontographer

Design Proficiency

Illustration
Package Design
Apparel Design
Typographic Lettering
Font Development
Branding
Marketing Collateral
Publication Design
Layout
UI Drafting
Technical Drafting
Copy Writing
Photography
Photo Retouching
Social Media Ads
Brand Positioning Design
Email Engagement
Ecommerce Advertising

Emmaus Road Ministries | January 2016 - March 2018

- Designed multiple logos, marketing collateral, and apparel.
- Increased international awareness for a new brand.

Sodexo Marketing | October 2016 - May 2017

- Increased student/campus awareness through digital and print marketing materials for Liberty University and upholding to style guides for each project.
- Understand the type-settings that are applicable to images and advertisements, and formats for digital and print advertising.

Monica Bhide | May 2016 - May 2017

- Developed layout and design for a digital and print cookbook with international published author.

Kathy Hill | December 2016 - May 2017

- Designed a book cover for published author Kathy Hill.

Specialty Copy, Print and Production Designer

FedEx Office | August 2018 - December 2019

- Efficiently operate printing, binding, graphics and copying equipment.
- Process complex orders, provide pricing and consultation information.
- Worked with Capital One clients to design marketing collateral.
- Ranked second in region, first in district for performance and revenue.

AV Technician (Volunteer)

Praise Team / AV Technician | August 2012 - December 2019

- Operate complex audio-visual equipment to provide programs in multiple settings.
- Skilled communicator, effective at discerning team/individual needs.

Customer Service

DSW | November 2014 - January 2017

- Received awards for excellence in customer service, and visual merchandising.
- Maintaining the cleanliness of stores, and replenishing stock.
- Addressing customer needs and problem-solving.

Vera Bradley | August 2016

- Interacting with high end clientele on daily basis at Tyson's Mall store.
- Worked on the team that arranged seasonal merchandising.

Leadership

International Friends Group Leader | March 2019 - May 2019

- Lead conversation and assist international students visiting the United States in learning English and learning more about American culture.

Community Group Leader | August 2016 - December 2017

- Building community by fostering team building conversations and mentoring students at Liberty University.