

# Abby Gleason

## GRAPHIC DESIGNER

I have nearly a decade of broad graphic design experience; from a 1-woman creative to a large financial corporation, I have been a contractor at a wide variety of industries and workplaces. Mainly, I have designed digital assets for websites and social media, presentations for education and resources, and print collateral.

### EXPERIENCE

7/22 - 12/22  
**Coursera** • Digital design support mainly through image selection, email banners, and social media carousel design.

2/21 - 2/23  
**ThinkCERCA** • Developed illustration style and Google Slides template specific for a large series of educational tools, and built out hundreds of individual slides with graphics.

2/21 - 3/22  
**MyHealthTeams** • Created dozens of hero headline graphics and templates in Photoshop and Illustrator for resource articles.

10/20 - 12/20  
**Unboxed by Prepared Parents** • Developed style guide, several templates in Google Slides, and built out many pages of resources for customer-facing learning tools with supporting illustrations.

9/17 - 9/20  
**Entangled Solutions** • Refined presentation decks and templates in Google Slides to align with template, while adding supporting data visuals.

5/19 - 8/20  
**Perennial Creative Co** • Created social media graphics and print collateral using several brand guides for various customers of this small creative business.

3/19 - 5/20  
**Keysight Technologies** • Designed large eBooks and brochures, banner ads, email and web banners within corporate identity.

1/18 - 7/18  
**WESCO** • Illustrated more than 200 products; developed graphics for email banners and social media; created instructional resources and marketing print collateral.

### CONTACT

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### SKILLS

Project management  
Effective communication  
Design principles  
Efficiency and accuracy  
Iconography  
Illustration  
Photo retouching  
Hand-lettering  
Typography

### PROFICIENCIES

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Slack  
Asana  
Google Workspace  
Microsoft Powerpoint  
Hive  
Basecamp  
Mac  
Dropbox  
Procreate

## EXPERIENCE

4/16-  
6/17

### **Great-West Financial & Empower Retirement •**

Updated and created fliers, brochures, multi-page guides, digital banners, and emails for on-demand use and various campaigns.

9/15 -  
3/16

**Aimco Apartment Homes •** Managed high-end corporate brand as well as property-specific brand identities through production and design of building banners, wayfinding signage, posters, and stationery.

2/14 -  
8/15

**Title Nine •** Designed three to four weekly emails, bimonthly website refreshes, seasonal banner advertisements, and website graphics.

## FAMILIARITIES

Video editing in  
Adobe Premiere Pro

Animation in  
Adobe After Effects

## EDUCATION

Ithaca College

B.A. in History

2002-2006