ABIGAIL CROCK *designer*

design experience

WEBER ASSOCIATES | GRAPHIC DESIGNER
COLUMBUS, OH | NOV 2014 — PRESENT

Create, within client brand standards, an average 20 flyers, brochures & sales presentations a week.

Lead a team of 5 through project inception to final production, completing an average of 38 projects & 235 tactics per month.

Maintain working relationships with over 13 clients, helping to meet their needs with creative solutions.

Developed a web-based estimate calculator for a major telecom company that unified the customer sales experience & reduced the need for field-created paper quotes.

Streamlined weekly client reporting by building a Tableau dashboard, which reduced my time spent by 75% & increased data flexibility.

VARIOUS | FREELANCE DESIGNER
DEC 2013 — OCT 2014

Designed various marketing materials, logos & environmental graphics for independent clients while looking for full-time employment.

SCHNELLER | DESIGN ASSISTANT
KENT, OH | AUG 2012 — SEP 2013

Assisted in the production & design of various marketing materials according to the company's brand standards.

Supported sales account executives by creating bitmap, vector & other digital artwork to be used in laminate design.

leadership experience

Charter member & Colony President of Miami University's chapter of the National Professional Fraternity for Architecture & the Allied Arts, Alpha Rho Chi.

ALPHA RHO CHI (APX) | COLONY DIRECTOR
JUL 2020 — PRESENT

Oversee colonies during the petition process of becoming a chapter, while fostering organizational & interpersonal skills necessary for a healthy chapter.

ALPHA RHO CHI (APX) | REGIONAL DIRECTOR
JUL 2013 — 2017

Mentored & supported 9 chapters while liaising between the individual organizations & the national fraternity.

Identified chapter's weaknesses & planned workshops to help strengthen each chapter.

contact

⊙ COLUMBUS, OH 43215

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▣ ABIGAILCROCK.COM/PORTFOLIO

software skills

ADOBE CREATIVE CLOUD
InDesign, Photoshop, Illustrator, Dreamweaver, After Effects, Premiere Pro

MICROSOFT
PowerPoint, Excel, Word

WEB
WordPress, MailChimp, HTML, CSS, JavaScript

OTHER
Tableau, Workfront, Rhino 3D, Sketchup, AutoCAD (in college)

education

MIAMI UNIVERSITY | OXFORD, OHIO
BACHELOR OF ARTS | MAY 2012

Major: Architecture, with a focus on Graphic Design

Thematic Focus: Interactive Media Studies

STUDY ABROAD PROGRAM
LONDON, ENGLAND | SUMMER 2011

Studied energy efficient architecture in London via a 5-week design studio.