

ABIGAIL GARZA

GRAPHIC + WEB DESIGNER

Durham, North Carolina

LinkedIn / linkedin.com/in/garzaabigail/

KEY SKILLS

Graphic Design

Print Production

Visual Design & Layout

Creative Problem-Solving

Social Media Marketing

Brand Marketing

Creative Direction

Team Leadership

Website Design & Maintenance

Impactful & Visual Storytelling

Marketing Communications

Photo Editing

Technical Proficiencies: HTML, CSS, JavaScript, WordPress; Microsoft Office Applications

Design Tools: Illustrator, Photoshop, InDesign, Acrobat, Dream Weaver, Premier, After Effect, XD

Languages: English, Spanish

PROFESSIONAL EXPERIENCE

Art Director, Designer | Designography LLC, Durham, NC 2016–Present

- Brainstorm and create layouts & captivating content for print and web; Build online/web presence.
- Acquire and manage a portfolio of clients while ensuring top-notch customer service and delivering projects on time, within scope, and within budget.
- Manage client satisfaction by coordinating, updating, and managing their websites and other complex design projects. Connected with customers through traditional and innovative platforms, including video chats and in-person reviews.

Communications Manager | Morrisville Chamber of Commerce, Morrisville, NC 2017–2020

- Championed, devised, and implemented successful strategies to transform and rebrand the company's online government-type feel into a more member-enticing and user-friendly format.
- Developed and planned comprehensive and integrated communication, marketing, and promotion strategies, including the design and execution of all print and email materials. Maintain an extensive database of photographed events.
- Managed, directed, and coordinated forward-thinking marketing strategies to publicize community-related activities, programs, and events.
- Leveraged strong photography background to capture events and depict vivid, memorable visual stories.
- Led and supervised department staff; Empowered staff to meet and exceed operational goals.

Senior Graphic Designer | MaxPoint Interactive, Inc., Morrisville, NC 2013–2015

- Acted in crucial role to grow company from 25 employees to 300+ across three international locations.
- Led process to create innovative campaigns; Provided leadership, guidance, and direction to a multifaceted design team.
- Played a critical role as part of the collaborative and creative process, which included whiteboarding as well as illustrating concepts by designing wireframes and comps.

Senior Graphic Designer | Sports Endeavors, Hillsborough, NC 2008–2013

Graphic Designer | Business to Business Marketing Communications, Raleigh, NC 2006–2008

EDUCATION & TRAINING

Associate in Applied Science, Web Development; Wake Technical Community College

Associate in Applied Science, Advertising & Graphic Design; Catawba Valley Community College

Associate in Arts; Wilkes Community College

Certificate, Social Media Marketing; Social Media Academy

Certificate, Strategies in Advanced Design & User Experience; Internet Summit

Certificate, Webmaster; North Carolina State University