

# Abby Kathleen

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- Check out my work at [www.abbykathleen.com](http://www.abbykathleen.com) •

## EDUCATION

**UNIVERSITY OF WISCONSIN-EAU CLAIRE | Graduated Spring 2020**

**Bachelor Degree in Graphic Communications, 3.5 GPA**

Course work included developing and designing brand identities, posters, brochures, websites, book layouts, logos, community projects, infographics, and directly working with clients.

## AWARDS

**WISCONSIN BROADCAST  
ASSOCIATION AWARDS  
Spring 2020**

2<sup>nd</sup> Place – Sports Play-by-Play(TV),  
for Blugold Football vs. UW-Stout

**NOMINATED FOR UPPER  
MIDWEST EMMYS • Spring 2020**

Sports Play-by-Play (TV),  
for Blugold Football vs. UW-Stout

**62<sup>ND</sup> ANNUAL STUDENT JURIED  
ART SHOW • Spring 2020**

Photographic collage highlighting  
my great-grandmother's life.

**TV-10 SUPERSTAFFER  
Spring 2019**

Recognition of dedication.

**61<sup>ST</sup> ANNUAL STUDENT JURIED  
ART SHOW • Spring 2019**

Multimedia collage about  
addiction struggles.

## WORK EXPERIENCE

**PROMOTIONS GRAPHIC DESIGNER | Summer 2022 – Current**

**Menards Incorporated – Eau Claire, WI**

Created miscellaneous print and digital materials for the President of Menards. Archived and organized company materials. Designed posters, autograph cards, and social media materials for NASCAR Cup/Xfinity/Truck, Team Penske, and Menards Racing. Made company's benefit guide, bonus and profit sharing materials, vehicle sweepstakes, digital signs, posters, t-shirts, gift cards, and much more. Used Adobe InDesign, Photoshop, Lightroom Classic, and Illustrator to complete tasks.

**PRINT ADVERTISING TECHNICIAN | Fall 2020 – Summer 2022**

**Menards Incorporated – Eau Claire, WI**

Designed printed and online pages for weekly flyers. Took on leadership roles within my team. Chosen to create front and back pages for weekly flyers. Developed corporate communication skills. Used Adobe InDesign, Photoshop, and Illustrator to complete tasks.

**GRAPHIC DESIGNER | Fall 2018 – Spring 2020**

**University of Wisconsin-Eau Claire, TV-10**

Created graphics for the University of Wisconsin-Eau Claire's athletic broadcasts. Graphics were shown on a television station, WEAU. Made printed and digital material for TV-10's All-Nighter, a 48-hour movie marathon. Job also included weekly meetings and setting up film equipment.

**CREATIVE DIRECTOR | Fall 2018 – Spring 2020**

**University of Wisconsin-Eau Claire, TV-10**

Led a team of 25 members each semester, taught the basics of Adobe Premiere and use of station equipment, attended meetings, met with clients, and delegated tasks.

**ADVERTISING TEAM MEMBER | Fall 2017**

**University of Wisconsin-Eau Claire, TV-10**

**PAINTER & DESIGNER | Summer 2015 – Summer 2019**

**S&D Wholesale – Augusta, Wisconsin**

**RETAIL CLERK | Summer 2011 – Summer 2014**

**The Wood Shed – Augusta, Wisconsin**

## VOLUNTEER WORK

**CHURCH DIRECTORY & HISTORY BOOK | Spring 2022**

**Grace Lutheran Church, Augusta, WI**

**AIIESEC, ROMANIA | Winter 2018**

**University of Wisconsin-Eau Claire, SIBUI, ROMANIA**

## PROGRAM EXPERIENCE

**ADOBE INDESIGN • 6 YEARS**

**ADOBE PHOTOSHOP • 6 YEARS**

**ADOBE ILLUSTRATOR • 6 YEARS**

**ADOBE LIGHTROOM CLASSIC • 7 MONTHS**

**ADOBE PREMIERE • 2 YEARS**

**PROCREATE • 2 YEARS**

**LIVETEXT • 2 YEARS**

**LAGO • 2 YEARS**