

Abby Kathleen

- (715)533-5999 • abbyrandall10@gmail.com •
- Check out my work at 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

2nd 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

62ND ANNUAL STUDENT JURIED ART SHOW • Spring 2020

Photographic collage highlighting
my great-grandmother's life.

TV-10 SUPERSTAFFER Spring 2019

Recognition of dedication.

61ST ANNUAL STUDENT JURIED ART SHOW • Spring 2019

Multimedia collage about
addiction struggles.

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

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

Job included leading a team of 25 each semester, teaching the basics of Adobe Premiere and how to use the station equipment, attending meetings, meeting with clients, and delegating 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