

# 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's Degree - 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

**E-COMMERCE GRAPHIC DESIGNER | Winter 2023 - Current**

**Menards Incorporated - Eau Claire, WI**

Communicate with vendors and colleagues to create content for website. Successfully identify and resolve website issues, including broken links, formatting errors, and typographical mistakes. Continue to create racing items.

**PROMOTIONS GRAPHIC DESIGNER | Summer 2022 - Winter 2023**

**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.

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

**Menards Incorporated - Eau Claire, WI**

Designed printed and online pages for weekly flyers. Took on leadership roles. Chosen to create front and back pages for weekly flyers. Developed corporate communication skills.

**TV-10 GRAPHIC DESIGNER | Fall 2018 - Spring 2020**

**University of Wisconsin-Eau Claire**

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.

**TV-10 CREATIVE DIRECTOR | Fall 2018 - Spring 2020**

**University of Wisconsin-Eau Claire**

**TV-10 ADVERTISING TEAM MEMBER | Fall 2017**

**University of Wisconsin-Eau Claire**

**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**

## 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