

Abby Carter

Education

The Modern College of Design | Kettering, OH

Bachelor of Arts in Design Leadership

Design leadership program dives deeper into design concepts, design thinking, communication, art direction, and project management.

Associate of Applied Business in Design

Design program includes courses in traditional print/package design, web design, introductory web development, photography, and illustration.

Achievements

1st Place in AAF District 5

2020 National Student
Advertising Competition

2nd Place in AAF District 5

2019 National Student
Advertising Competition

Skills

Design Thinking	Copywriting
Creative Processes	Copyediting
Organization	Photography
Content Strategy	HTML/CSS
Content Development	Data Visualization
Content Management	Marketing
Research	Video Editing

Programs

Adobe Creative Suite

*InDesign, Illustrator, Photoshop,
Premier Pro, After Effects, XD*

Microsoft Office Suite

Word, Excel, PowerPoint, Teams

Google Workspace

Drive, Gmail, Calendar, Analytics, Tags

Meta Ads Manager

Klaviyo

Figma

Canva

WordPress

Stripe

Asana

Shopify

Creative Designer

aglcarter.com | agl.carter@gmail.com | 740.412.9056

A deeply curious person who believes the key to creative solutions is genuine human connection, inclusivity, and rich storytelling. Constantly pursuing new ideas, design processes, and the next creative challenge.

Work Experience

Kimberbell | Logan, UT – Hybrid | July 2024–Present

Graphic Designer

- Collaborate with the marketing team to meet the creative needs of the company including digital and print projects, maintaining brand standards.
- Support new products through conception to go to market and beyond by designing packaging, sales briefs, emails, social media, and more.
- Implement a new organization system for digital marketing designs, fostering smoother collaboration between the design and marketing offices.

CreativeFuse | Logan, UT – Contract – Remote | July 2024–Present

Creative Designer

- Develop a landing page, from inception to delivery, to capture leads generated from the adjoining print brochure for a client.
- Use file management systems and workflow software to maintain and complete projects from start to finish with a completely remote team.

Ascendant Brands | Logan, UT – Hybrid | Nov 2023–Mar 2024

Product Development Manager

- Create the user interface for the SaaS product: Promptly Texts' website, focusing on prototyping variations to achieve the most user-friendly site.
- Collect and evaluate user data with the help of brand managers to create material that aligns with the user's requirements.
- Improve Promptly Texts service and website based on user feedback to improve the overall user experience, from sign-up to participating in the service.

SmartClick Advertising | Salt Lake City, UT – Remote | Feb 2021–Nov 2023

Graphic Designer

- Use the marketing funnel process to inform design decisions for over 10 brands, designing a variety of ads that translate to landing pages and convert clicks to purchases.
- Collaborate closely with art directors and design team in the creation and preparation of graphics in a digital space.

United Theological Seminary | Trotwood, OH – Hybrid | Apr 2019–May 2023

Graphic Designer

- Create complex printed designs for the Fresh Wind fundraising campaign based on physical prototypes while mocking up ideas to test the usability of the piece as it comes to life.
- Generate process documentation and training to create an efficient workflow for larger teams. Craft marketing materials for multiple offices to create a consistent brand voice.

Dayton Cars + Coffee | Dayton, OH | Jan 2020–May 2020

Lead Graphic Designer

- Conduct competitive and heuristic audits on current and rival events to make informed decisions on creative strategies.
- Create user interface mockups and prototypes for the DCC website to connect the brand story to the car show attendees. Use testing methods to receive feedback and incorporate ideas from the audience into the final product.