



ABBY BEACH

Art Director/Designer

CONTACT



(425) 314-5199



abbybeach6@gmail.com



beachabby.com



Seattle, WA

EDUCATION

BACHELOR OF ARTS

Journalism + Digital Arts

University of Oregon

2013 - 2017

TECHNICAL SKILLS

InDesign
Photoshop
Illustrator
Premiere Pro
After Effects

Wordpress
Microsoft Office
AP, Chicago, MLA Style

Copy Editing
Web Design
HTML + CSS
SEO Optimization
Print Design
Pre-Press Operations
Production Management
Project Management

PROFILE

Abby is a Seattle-based creative with career experience in publication design, art direction, branding, digital design, content marketing, and more. Over the past year and a half, Abby headed a multi-platform rebrand of GRAY Media that included a top-to-bottom re-design of the company's bi-monthly print publication, implementing a new website design + domain migration, and coding the company's e-newsletter.

WORK EXPERIENCE

ASSOCIATE ART DIRECTOR

GRAY Media | February 2019 - November 2019

Responsible for implementing the aesthetic ideas and visual/brand/style guidelines of GRAY Media. Intimately involved in the design of print, digital, and other related products (marketing collateral, microsites, ads, etc.), the associate art director is responsible for implementing these guidelines to ensure its visual appeal.

- Headed multi-platform re-design of GRAY Media
- Developed templates for story types and managed design and formatting of the magazine
- Designed all print layouts
- Directed commissioned photoshoots: Brainstorming shot lists for commissioned stories; collaborated with editorial director on developing photographer style guides, on-location as often as possible
- Managed the editorial production cycle from start to finish, working to ensure successful, on-time execution of bi-monthly publication: established deadlines, designed layouts, readied layouts for rounds of proofing, implemented editorial team's changes, processed all images, pre-flighted and designed both internal and external ad artwork, generated blueline proofing files, reconciled edits, finalized and sent files to press
- Prepared all files for print and oversaw the pre-press process, ensured all artwork met technical specifications, color profiles, resolution, etc.
- Produced in-house advertisements for print and digital, as requested
- Created advertisements for various clients, both print and digital
- Helped conceptualize and execute native content projects, as required
- Liaised with advertising clients, oversaw all submitted artwork and specifications
- Created and oversaw the production of the digital issue of GRAY magazine
- Managed overall look and feel of company websites
- Managed overall look and feel of newsletter, worked with digital editor and editorial director on editorial content and associate publisher on ad content
- Designed ancillary products including but not limited to media kit, sales sheets, proposals, business cards, event or promotional content, etc.
- Created visual identities for all GRAY brands and events



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INTERESTS

Print Design
Typography
Branding

Seattle
Travel
Design as a Solution

PROFESSIONAL SKILLS

Strategic Communication	Project Management
Time Management	Content Curation
Learning Agility	Organization
Team Leading	Adaptability
Concept Development	Creative Problem Solving

WORK EXPERIENCE

PRODUCTION + EDITORIAL ASSISTANT

GRAY Media | November 2017 – February 2019

- Oversaw production of print magazine and custom publications
- Preflight all ads, design ads as needed
- Managed the overall look and feel of websites owned by GRAY Media
- Managed e-newsletters
- Designed and finessed mock-ups and sent to press all collateral or ancillary products

EDITORIAL INTERN

GRAY Media | June 2017 – November 2017

- Worked closely with editors to learn about the process of putting together a bi-monthly print publication and digital content for the corresponding website
- Wrote articles for website & print editions
- Fact-checked articles

EDITORIAL INTERN

Metiza Magazine | June 2017 – November 2017

- Fact-checked articles
- Finalized online articles via Wordpress
- Curated 3 weekly articles for website

EXHIBITS ASSISTANT + STUDENT SUPERVISOR

University of Oregon | January 2015 – June 2017

- Assisted in organizing exhibitors for four national and international ed-tech conferences
- Fielded incoming calls from exhibitors and advertisers
- Managed spreadsheets and databases
- Coordinated advertising and marketing plans
- Oversaw marketing and advertising ventures of clients
- Assisted in copyediting various conference publications
- Was responsible for interviewing, hiring, and, ultimately, training new talent

MARKETING + PROMOTIONS TEAM LEAD

Hubbard Broadcasting | June 2015 – September 2016

- Planned and executed various marketing ventures for the radio station
- Served as liaison between brand and talent
- Trained new employees
- Managed the radio station's webpage via Wordpress