

Abby Walter

ART DIRECTOR /
EXPERIENCE DESIGNER

ABOUT

RELEVANT

I concept and create
interactive experiences.

IRRELEVANT

In my high school yearbook I was
voted most likely to grow old
with cats.

CONTACT

804-296-4322
abbycwalter@gmail.com
www.abbywalter.com

EDUCATION

VCU BRANDCENTER

M.S. in Business/Branding
Experience Design

2017

JAMES MADISON UNIVERSITY

B.A. in Media Arts & Design Concentration in Converged Media
Minor in Art
Summa Cum Laude

2015

WORK EXPERIENCE

MOXIE INTERACTIVE

Art Director

Concept TV, digital, and social ideas for Chick-fil-A and Nutrish

June 2017 – Present

THE MARTIN AGENCY

Experience Design Intern

Concepted and designed physical and digital experiences

June 2016 – August 2016

FREELANCE GIGS

o UX Designer

Designed high fidelity screens and created wireframes for a
startup app

o Designer

Developed branding for a Chopped Junior champion

o Caricature Artist

Drew caricatures of dogs when I was desperate

May 2015 – June 2017

JAMES MADISON UNIVERSITY

Graphic Designer

Designed print material and social media assets for JMU's Public
Affairs Office

August 2014 – May 2015

SKILLS

Creative Concepting, Illustrations, Drawing, Interactive Storytelling,
User Experience, User Interface, Prototyping, Personas, Ecosystem
Maps, User Journeys, Wireframing, Video Editing

TOOLS

Adobe InDesign, Illustrator, Photoshop, After Effects, Sketch,
Principle, InVision, HTML5 & CSS3, Bootstrap, Final Cut Pro X, 3D
Printing, Laser Cutting, Keynote