

abby walter

FOCUS

Art Direction, Experience Design,
Creative Concepting,
UI/UX Design

TOOLS

Adobe InDesign, Illustrator,
Photoshop, After Effects, Premiere,
XD, Acrobat, Framer, Sketch,
Axure, Principle, InVision, HTML5 &
CSS3, Wordpress, Bootstrap, Final
Cut Pro X, Laser Cutting, Keynote,
PowerPoint, Word

ABOUT

Ex-Caricature Artist, Aspiring Ice
Skater, Joanna Gaines Wannabe,
Expert Hula Hooper



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WORK EXPERIENCE

FREELANCE ART DIRECTOR/UX DESIGNER *Sept. 2020 – Present* Familiar Creatures

Art direct, conduct user research, and design/prototype web experiences for the sunglass brand, Nectar, and an LGBTQ+ medical brand

EXPERIENCE DESIGNER *July 2019 – Currently furloughed* RedPeg Marketing

Design interactive, physical experiences/events for brands such as GEICO, Carter's, Lidl, TD Bank, Ricoh, Capital One, Virginia Lottery, and more

PRODUCT DESIGNER *Oct. 2017 – June 2019* Marker Seven

Designed high-fidelity, clickable prototypes of new web products for brands such as PBS, Bank of America, and more; Developed personas, user stories, sitemaps, conducted card sorts, and created other UX documentation

ART DIRECTOR *June 2017 – Sept. 2017* Moxie

Concepted and created TV, digital, and social media campaigns for Chick-fil-A and Rachael Ray Nutrish pet food

EXPERIENCE DESIGN INTERN *June 2016 – Aug. 2016* The Martin Agency

Concepted and designed events, social media campaigns, and the website presence for a variety of non-profits

Throughout my agency work experience, I have also taught various classes at Virginia Commonwealth University.

ADVERTISING INSTRUCTOR *Aug. 2019 – Dec. 2019* VCU School of Media & Culture

Taught four classes that included copywriting, innovation in media, storytelling in advertising, and a strategic portfolio class

ADJUNCT PROFESSOR *Aug. 2018 – May 2019* VCU School of Business

Taught *Marketing Design Tools*, a class that covered basic design principles and Adobe software (InDesign, Illustrator, Photoshop, XD, Premiere, and After Effects)

EDUCATION

VCU BRANDCENTER 2017
M.S. in Business/Branding
Experience Design

JAMES MADISON UNIVERSITY 2015
B.A. in Media Arts & Design Concentration in Converged Media
Minor in Studio Art
Summa Cum Laude