

ABBY ROBERTS

graphic designer

Skills



ADOBE CREATIVE SUITE:

ILLUSTRATOR | INDESIGN | PHOTOSHOP
ANIMATE | DREAMWEAVER

Advertising Design | Advanced Typography | Corporate Identity
Graphic Symbolism | Photography Package Design | Web Design

- MICROSOFT OFFICE
- SHAREPOINT
- MONDAY.COM
- TEAMS
- PROJECT MANAGEMENT
- AI TOOLS
- PHOTO EDITING

Experience



Senior Graphic Designer

JULY 2025 - PRESENT | PROFORMA N&M COMMUNICATIONS
TAMPA, FL | CINCINNATI, OH / REMOTE

At Proforma N&M Communications, I **manage** and execute a wide range of graphic design projects, supporting the company's branding, marketing, and promotional needs. Developing logos, business cards, postcards, brochures, promotional product presentations, email campaigns, catalogs, window decals, signage, and other print and digital materials. I **Collaborate** closely with company owners and the sales team to develop creative solutions that align with client objectives, brand standards, and project requirements.

Freelance Graphic Designer

MARCH 2007 - PRESENT

As a Freelance Graphic Designer, I work with a diverse range of clients to develop creative, strategic, and **impactful** design solutions. I manage projects from concept through completion, creating branding, print and digital materials, promotional products, signage, and marketing collateral. My freelance experience has allowed me to continually expand my skill set, adapt to different industries and client needs, and build a strong, versatile design portfolio. For additional freelance experience, please refer to pages 3 & 4.

Account Manager

NOVEMBER 2024 - APRIL 2025 | PROFORMA
COLUMBUS, OH / REMOTE

As the Account Manager at Proforma, I managed 3 of our major accounts. I maintained strong **client relationships**, and I'm the primary point of contact for promotional products. I **manage** and **organize** timelines, budgets, and deliverables to ensure projects are completed on schedule. I demonstrate **problem-solving skills** to address challenges and maintain smooth project workflows.

Senior Graphic Designer

NOVEMBER 2021 - MAY 2024 | PROFORMA
INDEPENDENCE, OH / REMOTE

As the Senior graphic designer at Proforma, I **managed** the Boutique Graphic Design Services for 650+ franchise owners across the U.S., offering a range of design solutions including logos, business cards, postcards, brochures, promotional product setups, email designs, catalogs, and more. I was responsible for **communicating** with the owners, providing quotes for job requests and completing billing sheets monthly.

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About

Highly **CREATIVE** Senior Graphic Designer with **18+** years experience in print design. I have a passion for design, and a strong attention to detail. I am a dynamic team player. I create designs that stand out. I multitask, lead others and am accustomed to performing in deadline-driven environments.

Education

ART INSTITUTE OF PITTSBURGH:

2005-2008: Pittsburgh, PA 15219
Bachelor of Science Degree in
Graphic Design, March 2008, GPA 3.4

UNIVERSITY OF AKRON:

Studied Graphic Design, 2003-2005

HTML 5 CERTIFICATE:

2020: Udemy Online Course

Awards

SOCIAL MEDIA AWARDS:

2022&2023: Proforma MDC Events

HONOR STUDENT AWARD:

Fall 2006: GPA 3.6
Summer 2007: GPA 3.9, Dean's List

Work displayed in showcase at
Art Institute of Pittsburgh

PERFECT ATTENDANCE: 2005

Contact

330.701.0054

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CUYAHOGA FALLS, OH 44223

Portfolio...



@ DesignsByAbby@hotmail.com

in

experience cont...



NOVEMBER 2021 - MAY 2024 | PROFORMA
INDEPENDENCE, OH / REMOTE

OTHER RESPONSIBILITIES INCLUDE...

- **Lead** the creation of look book brochures for corporate initiatives, **collaborating** closely with the CMO, VP of Marketing, Sales, and Vendor teams to **curate** content and products.
- Designed and revamped over 100 informational documents, enhancing readability and appeal for franchise owner reference with a pressing deadline.
- Involved in two major annual events, **coordinating** networking activities, assisting with setup, and ensuring a positive experience for franchise owners.
- Worked closely with the VP of Marketing and Sales team to **develop** tailored graphic designs **supporting** mergers and acquisitions, including presentations, pitch decks, and client-facing collateral.

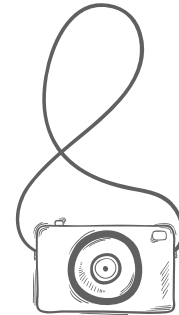
Graphic Designer

OCTOBER 2018 - JUNE 2019 | MGM NORTHFIELD PARK (FORMERLY THE HARD ROCK ROCKSINO)
NORTHFIELD, OH

I **Collaborated** with cross-functional teams—including marketing, operations, and food & beverage—to design and **execute** print and digital assets during the transition from Hard Rock Rockcino to MGM, playing a key role in the **rebranding** of six on-site venues.

OTHER RESPONSIBILITIES INCLUDE...

- **Led** rebranding efforts post-MGM acquisition, **managing** inventory of graphic assets and overseeing the rebranding of the entire property and its 6 venues in **collaboration** with a design team.
- Worked closely with photographers to **direct** photo shoots for food items and merchandise products, integrating them into my designs.
- **Created** new designs for internal pieces at MGM, including menu boards, posters, postcards, billboards, social media content, and digital signs throughout the casino.
- **Managed** print ads for the entertainment venue, ensuring consistency and creativity while working on multiple projects in a **fast-paced** environment.



Senior Graphic Designer

MAY 2013 - OCTOBER 2018 | HARDMAN GROUP
AKRON, OH

- I created new designs and production work encompassing brochures, newsletters, social media graphics, package design, email templates, folder design, web design, and logos.
- Operated in a **fast-paced**, customer-centric environment, ensuring high-quality design standards were maintained throughout the entire process.
- **Collaborated** with internal teams and clients to deliver creative solutions that aligned with business objectives and brand guidelines. Managed multiple projects simultaneously, demonstrating strong organizational and time management skills to meet deadlines and exceed client expectations.

Graphic Designer | Board Member

SEPTEMBER 2013-MAY 2017 | NO CHILD WITHOUT A GIFT (NON PROFIT)
RAVENNA OH

- Played a key role in the startup of the non-profit organization dedicated to providing gifts for children in need at Christmas.
- Designed the organization's logo, postcards, and programs, contributing to its visual identity and branding.
- **Organized** reverse raffles and participated in shopping for the children, ensuring a memorable and impactful experience for them and their families.
- **Collaborated** with fellow board members to fulfill the mission of the organization, ensuring each child received \$100 worth of gifts during the holiday season.



Senior Graphic Designer

MARCH 2010 - APRIL 2011 | GO2 PARTNERS (FORMALLY CABLE QUEST)
HUDSON, OH

- **Collaborated** with the Art Director, copywriters, and other designers to create and design new print concepts, ensuring alignment with brand guidelines and objectives.
- **Guided** and **mentored** entry-level designers on creative design, teaching them new styles, layouts, and best practices.
- Responsible for production work, including type and layout changes, while maintaining a **fast-paced** environment and delivering high-quality designs.
- Played a key role in contributing to the overall visual identity and creative direction of the company's print materials.

Graphic Designer

JULY 2008 - MARCH 2010 | ELECTRONIC MERCHANT SYSTEMS
INDEPENDENCE, OH

- Created layout concepts for gift cards and design ads, brochures, and handouts for the Marketing Department.
- Transitioned to the role of Design Specialist in November 2009. Responsible for creating websites, designing gift cards, and producing marketing pieces.
- **Collaborated** closely with clients to understand their vision for gift cards and websites, implementing design concepts to align with their preferences.
- Provided **customer service** support for website and gift card-related inquiries, ensuring a positive experience for clients and addressing any questions or concerns promptly.

Graphic Design Intern

AUGUST 2007- NOVEMBER 2007 | ENTERMEDIA
PITTSBURGH, PA

- Designed ads for Entermedia's new website, Qlique, contributing to the visual identity and promotional efforts of the platform.
- Engaged in brainstorming sessions and concept development, collaborating closely with the owner and fellow designers to bring creative ideas to life.
- Gained valuable hands-on experience in graphic design, web design, and project collaboration in a professional setting.

Freelance



2024 - 2026

- **Field Day Party Playbook** Logo | Website
- **Banyan Technology** Agenda, Conference Journal, Case Study, coaster, Banners, Name Badges, Newsletter, Posters, Sell Sheets, Signage, Socks, T-Shirts
- **Safari Marketing** Postcards, Email Signatures, Email blast, logo
- **Proforma Imaging, LLC** T-Shirts, logos, presentation decks, logos, business cards, brochures and more

2022-2023

- **Safari Marketing** Postcards, Email, Email Signatures
- **ALTO SHAAM** Logo

2021-2022

- **Toolrite** Mouse pad
- **NSI** Postcard, Save the Date, Invitation, Thank You Card, Magnet, Handbook Cover
- **The Valley Dance Center** Logo & T-Shirt Design
- **Salty Nomad** Product Label
- **Eris Engineering** Logo & Website
- **Americ Amenities** Designed Website, Logo & Business Card

2021-2022

- **H&H Associates** Website, banner & Ads
- **Speedshark Graphics** Logos, Signage, T-Shirts
- **KEE Property Preservation** Logo & Business Card



2020

- **Contempo Design + Communications** Designed for the Cleveland Indians: People Cut- Outs, Billboard, Mobile App Layout, Menu Board for Coloossal Cupcakes
- **Ashleigh Scott Salon** Website Design
- **1 Call Property Services** Logo, Business Card, Door Hanger, T-shirt setup, Magnets, Vehicle Wrap

2019

- **Birthday Invitation Designs**
- **Boyce Machines** Logo & Business Card Designs
- **Greg Hullinger Fitness** Logo, Appointment Card & Website Design
- **Cataylst Cups** Decal Designs

2018

- **Baby Shower Invitation**
- **Thai Yoga Stretch** Business Card Design
- **Sensativa** Logo & Postcard Design

2007-2017

- **Roberts Landscaping** Logo, Business Card, Brochure, Door Hanger, Rack Card, T-Shirt & Website Designs

2017

- **Wedding Invitation & RSVP Card Designs**

2016

- **AIM** Logo Design
- **Wedding Invitation Design**
- **Save The Date Card, Bridal Shower Invitation, RSVP Card & Hotel Card Designs**
- **Twig Designs** Logo & Business Card Designs

2015

- **Preferred Access Care** Rack Card Designs
- **Brimfield Center** Logo & Service Sticker
- **AFS** Website

2014

- **Scott Penn Public Insurance Adjuster** Logo, Business Card & Stationary Designs

2013

- **Heart 2 Heart** Logo, Brochure, Signage, Sticker & Stationary Designs

2012

- **Tallmadge Police Department** Logo For K-9-Unit T-Shirts
- **DC Performance Training Center** Logo, Website, T-Shirt Design & Business Card Designs
- **Expand Lead** Logo & Business Card Designs
- **Janicki Photography** Logo Design
- **Camp Quality** Fundraiser Event Ticket & Postcard Designs

2011

- **Nissan Salesman** Business Card Design
- **No Child Without A Gift Corp** Logo, Flyer & Website
- **Hair By Renee** Logo, Business Card, Website, Rack Card, Gift Card & Greeting Card Designs
- **Hair By Abbey** Logo, Business Card, Website, Postcard, Gift Card, Coupons & Rack Card Designs
- **Skin Co By Danielle** Logo, Business Card, Website, Postcard, Gift Card & Brochure Designs

2010

- **Rumor Agency** Logo, Business Card & Web Design
- **Pryor Property Services** Logo, Business Card Design

2009

- **Roberts General Excavating** Logo & Business Card Design

2008

- **Moffet Lawn Service** Business Card Design

Contact info

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