

ABBEY FREIMARK

Graphic Designer



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About

I'm a graphic designer who lives for group collaboration, strategic problem-solving, and visual storytelling. My passions include branding and identity design, publication, environmental design, and typography.

Education

Milwaukee Institute of Art & Design

Bachelor of Fine Arts in Communication Design

2019 - 2023

Skills

Adobe Creative Suite

(Photoshop, Illustrator, InDesign, After Effects, Lightroom)

Print production

(pre-press, color correction, file preparation)

Web design tools

(Adobe XD, Figma, Sketch); basic HTML/CSS

Photography and editing

(Lightroom, Photoshop)

Branding and visual storytelling

Typography, layout design, and color theory

Creative problem-solving and adaptability

Communication and responsiveness to feedback

Experience

Seasonal Graphic Design Assistant | MARCH 2024 - JULY 2024

Summerfest - Milwaukee World Festival, Inc.

- ✦ Collaborated with cross-functional teams (marketing, social media, photography, and graphic design) to produce high-quality print and digital assets under tight deadlines.
- ✦ Executed production tasks such as formatting, resizing, and optimizing graphics for various print and digital deliverables.
- ✦ Prepared and modified artist-approved assets using Adobe Creative Cloud to create trade ads and festival-specific materials while maintaining brand consistency for Summerfest and sponsors.
- ✦ Managed the creation of schedule graphics, brochure stands, and playlist cover graphics simultaneously, maintaining attention to detail and adherence to brand guidelines.
- ✦ Assisted in refining existing visual branding and contributed creative ideas for future campaigns and projects.
- ✦ Led the creation of visual assets for the "Aurora Kids Fit Challenge," including signage, booklets, and advertisements, ensuring cohesive branding across all materials.

Visual Merchandising Specialist | OCTOBER 2023 - PRESENT

Educator | NOVEMBER 2020 - OCTOBER 2023

Lululemon Athletica

- ✦ Leads a team by preparing and distributing tasks, providing direct feedback, and in-the-moment training.
- ✦ Collaborates with store leadership to bring store presentation and guest experience to life through consistent implementation of brand standards.
- ✦ Executes visual merchandising flips including window activations, mannequin styling, signage, and weekly product placement changes for company initiatives and campaigns.

Graphic Design & Marketing Intern | JUNE 2020 - SEPTEMBER 2020

American Industrial Sales

- ✦ Reimagined the company's visual identity for globally marketed and distributed products, ensuring a cohesive and modern brand presence.
- ✦ Designed and produced diverse print materials using Adobe Creative Suite, incorporating original copywriting to enhance the impact of the company's promotional assets.
- ✦ Developed marketing strategies for specific products by reaching out to potential investors and distributors to drive interest, engagement, and market expansion.
- ✦ Captured and edited high-quality product and promotional photos, ensuring visual consistency of the brand.
- ✦ Updated the company's website via WordPress to maintain an engaging and current online presence.