ABBY RIDENOUR

Work   www.wildrazz.com
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Cell   (614) 595-4133
Location Chicago

RELEVANT EXPERIENCE

Wild Raspberry Design / Freelance Designer
April 2015 - Present

Work directly with clients to deliver high-impact promotional media including web design, print design, brand identity, and digital graphics

- Delivered tiered projects under both time and budget constraints
- Executed all aspects of web design from concept to coding
- Incorporated shopping cart solutions for both digital and physical products
- Built a self-sufficient marketing framework for a new business

Sullivan Solutions / Lead Designer
October 2013 - April 2015

Spearheaded web and print design solutions for new, small, and medium-sized businesses

- Engaged and consulted clientele at an executive level
- Collaborated with associates to design effective print and web media
- Updated existing interfaces to incorporate modern, responsive design
- Advised small business clients on marketing solutions with a high ROI
- Improved the reputation and earning power of a charitable organization

PMG Communications / Associate Vice President of Creative Services
October 2008 - September 2013

Collaborated with coworkers and freelance designers to create cohesive marketing campaigns with compelling visuals and strong messaging

- Managed freelance designers including acquainting them with ongoing projects, outlining collaboration expectations, and adhering to deadlines
- Designed, presented, developed, tested, and implemented websites
- Assisted in developing project scope and defining deliverables
- Elevated a local business into direct competition with a national brand

ITT Technical Institute / Adjunct Instructor
December 2010 - June 2011

Taught evening classes for the School of Drafting and Design A.S. Program

- Developed new lessons plans for web courses so students are up-to-date with HTML/CSS coding and web trends
- Tailored my instructions to a wide variety of skillsets and backgrounds
- Taught Visual Design for the Web, Typography, and Web Authoring & Design

EDUCATION

B.A. Studio Art, Mount Holyoke College, South Hadley, MA / Spring 2004
Study Abroad, The Glasgow School of Art, Scotland
Magna Cum Laude

SKILLS

- Graphic Design
- Website Design
- User Experience
- Wireframing
- Concept Development
- Print Design
- Brand Identity
- Motion Graphics
- Email Campaigns
- Photo Manipulation

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- After Effects
- Word
- PowerPoint
- HTML
- CSS
- PHP
- Wordpress
- Windows 7/8/10
- Mac OS