

ABBY MCCORMICK

Designer & Art Director

SAY HI!

Providence, RI
231 740 8207
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abmccormick.com

SKILLS

Adobe Creative Suite
Illustrator
Photoshop
InDesign
Lightroom
Figma
Sketch

Website Management
Editorial Design
Branding & Identity
Content Creation
Event Design
Email Marketing

EXPERIENCE

Art Director

Media.Monks x Google & YouTube | Remote

February 2022 - Present

Partnered with marketing executives, project managers and creative directors to tackle unique and complex creative challenges presented by various Google and YouTube teams. Designed and conceptualized a range of creative materials including brand-compliant deck templates, emails, global corporate event collateral and internal websites.

Creative Brand Manager

TruTravels | London, UK

May 2018 - May 2022

Solely directed and implemented all creative assets across all areas of the business. Designed for online and digital through blog content, video and static ads, website development and offline via brochures and event materials bringing TruTravels' brand promise and voice to life.

Freelance Design - Brand & Environmental Design

The Collins Quarter & The Deck | Savannah, GA

April 2017 - August 2017

Designed identity system, signage, billboards and promotional pieces for multiple restaurant locations located in Savannah, GA.

EDUCATION

Savannah College of Art and Design

BFA Graphic Design

January 2014 - August 2017

Savannah College of Art and Design - Hong Kong

BFA Graphic Design

January 2016 - March 2016

Syracuse University

BFA Visual Communications

August 2012 - May 2013