



ABBY CARMODY

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// I am a passionate and conceptual content creator inspired by research and timeless design devoted to creating imagery that is compelling, impactful, and beneficial to our culture today. \\\

EDUCATION

PENNSYLVANIA
STATE UNIVERSITY

Class of 2016

Bachelor of Design

Graphic Design Major

Focus in Photography & Packaging

SKILLS

Illustrator

Photoshop

Lightroom

InDesign

Adobe XD

Premiere Pro

After Effects

HTML & CSS

Basic UX/UI

Microsoft Office

Problem Solver

Apparel Design

Packaging Design

Social Media Management

DSLR & Film Photography

Studio Lighting Equipment

Zero Waste Living

Gingerbread House Decorating

Fine Art & Sewing

Moonwalking

Gardening

EXPERIENCE

KURU FOOTWEAR

Visual Designer + Social Media Specialist | SLC, UT | 07.2018 - Current

Photograph and film all lifestyle content and product photos

Organize photoshoots and hire models

Manage all social media channels

Lead Takeovers and Giveaway contests on Instagram

Recreate shoebox packaging, shoe tags, and packaging slip design

Assist in website, blog and email layout design

WOODLOCH RESORT

Lead Designer + Social Media Coordinator | Hawley, PA | 06.2016 - 05.2018

Rebranded company identity

Commandeered multiple design projects such as:

- Magazines, event branding, video contests, collab charity event

Managed and created social content across several social media platforms

Organically grew significant social media followers

Hosted multiple social LIVE streams

MATTEL INC. | BARBIE®

Packaging Design Intern | Los Angeles, CA | 06.2015 - 08.2015

Designed the Heart Hands Barbie® package that was sold 2016-2017

Researched and brainstormed for Barbie® brand with a design team

Created a Polly Pocket® toy and package with a team of interns

- 1st Place Winner for best toy design/presentation in the competition

Art directed & assisted in photoshoots

Creative exploration with logos, trade dresses, etc. for various packaging

Worked with illustrators, packaging engineers, copywriters & toy designers

FREELANCE DESIGN / PHOTOGRAPHY

2013-Current

Branding, photography, apparel, packaging, website design

- DartDrones, Wallenpaupack Brewing Co., Yoga International, etc.

Photograph + film church events, weddings, families, and newborns

INTERESTS + AWARDS

THE WELL CHURCH

Kids Ministry Teacher / Creative Team | SLC, UT | 11.2018 - Current

Lead a Sustainable + Stewardship and Photography Women's Life Group

TEDXPSU 2016

TEDx Team Designer | Penn State University Campus | 10.2015 - 02.2016

Brand identity and stage design for the theme: Drive Y(our) Reality

PENN STATE THON™

2012-2016

The largest student-run philanthropy in the world committed to enhancing the lives of children and families impacted by childhood cancer.

Merchandise Chairman - Three-year apparel designer/distributor

Fundraised 4 years for the IFC/Panhellenic Dance Marathon

Rules & Regulations Committee Member at 46-hour dance marathon

PENN STATE DESIGN ASSOCIATION

2013-2016

WASATCH MOUNTAIN STATE PARK

Volunteer | Salt Lake City, UT | 05.2018 - 07.2018

Front desk assistant, park maintenance, and kids fishing club teacher

GRAPHIS NEW TALENT

Two Gold Awards - 2017 | Silver Award - 2016