


Content & Contact

 abbyfriesen.com

 thedesignerabby@gmail.com

Education

Graphic Design Diploma (2017-2019)
Red River College

PHP Bootcamp for Drupal 8-9 (2022)

Building Websites with Drupal 8-9 (2022)

Drupal 8-9 Theme Development (2022)

Skills

- Tools
 - Adobe Creative Suite
 - Microsoft 365
 - Affinity
 - Blender
 - Asana
 - Trello
- Web Development
 - HTML & CSS
 - Wordpress
 - Drupal
 - SEO
- Design
 - Layout Design
 - Logo
 - Branding
 - Web Design
 - Digital Marketing
- Art
 - Digital Art
 - Vector Art
 - Video Editing
 - Animation

Personal Summary

Creative Dynamo: Graphic Designer, Web Designer & Developer Extraordinaire!

In the design universe, Abby is the triple-threat star you've been searching for. As a graphic designer, Abby has sculpted visuals that don't just speak but roar, catching eyes and telling stories. Transitioning seamlessly into web design and development, Abby has woven digital magic; crafting sleek, functional websites that are as visually stunning as they are user-friendly. Abby's toolkit boasts Adobe wizardry and code prowess, ensuring every pixel is perfection.

Legally authorized to work in the US or Canada for any employer.

Work Experience

Remote Graphic and Web Designer

King's University College - London, ON
October 2021 to October 2023

Web & Graphic Designer with Multifaceted Expertise:

- Proficient in Mura CMS, Drupal, WordPress, HTML, and CSS ensuring up-to-date web content.
- Diagnosed and resolved website errors, edits, maintenance, and new content additions.
- Worked collaboratively with remote teams, producing tailored design materials.
- Delineated prototypes for future web design projects, optimizing UX and accessibility.
- Mastered Adobe InDesign, Photoshop, and Illustrator for eye-catching print & digital materials.
- Crafted diverse content, such as signage, brochures, magazines, posters, YouTube shorts and more.
- Conducted UI audits to enhance user experience, AAA accessibility, and cross-browser support.

Remote Front-End Developer

Brand Revival Design - Winnipeg, MB
October 2020 to August 2022

Dynamic Remote Front-End Developer:

- Crafted memorable websites with a focus on concept and messaging, bolstering brand identities.
- Conducted virtual client meetings, defining design requirements and leading development.
- Developed multi-platform, user-friendly WordPress and WooCommerce sites tailored to client needs.
- Streamlined CMS usability through Zapier and created client-friendly video teaching materials.
- Managed website backups in Flywheel and maintained project timelines within Asana and Toggl.

Remote Brand Designer and Web Developer

Horizon Computer Solutions - Saskatoon, SK
October 2020 to June 2022

Results-Driven Remote Brand Designer and Web Developer:

- Spearheaded corporate brand overhaul, modernizing the logo, website, and various print assets.
- Utilized Adobe Creative Suite to craft tailored brand guidelines and templates for designers.
- Supervised email campaigns through Mailchimp and project timelines in Trello and Toggl.
- Composed cohesive WordPress landing pages and LinkedIn posts for company events and marketing.
- Managed extensive client portfolio and enhanced web security through software updates.
- Led projects in website design and development for e-commerce and CMS overhauls.

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Skills

- Communication
 - Teams
 - Slack
 - Zoom
 - Email
 - Remote Communication
- Project Management
 - Time Management
 - Problem-solving
 - Adaptability
 - Attention-to-detail
 - Scheduling
 - Prioritization
 - Organization
- Teamwork
- Leadership
- Creativity
- Identifying Audience
- Working in differing time zones

Work Experience Continued

Artist, Designer, Developer - Freelance

Freelance/Self Employed - Remote
January 2019 - Ongoing

Experienced Freelance Artist, Designer & Developer:

- Developed diverse websites with HTML, CSS, JavaScript, WordPress, and Drupal.
- Transformed legacy sites into modern, mobile-friendly platforms.
- Animated promotional videos in Blender, Adobe After Effects and Premier Pro.
- Forged cohesive corporate brands through logos and design assets.
- Brought imaginative character concepts to vibrant life in digital character design.

Marketing & Web Designer

BP Motors - Morden, MB
September 2019 to May 2020

Dynamic Marketing & Web Designer:

- Developed website redesign prototype using HTML, CSS, and JavaScript.
- Managed off-site advertising teams to drive increased customer engagement.
- Maintained detailed vehicle inventory, social media and Google Maps presence.
- Juggled customer and worker scheduling through inbound and outbound calls.
- Conducted vehicle photography and edited images with Photoshop for online listings.

Temp - Graphic Designer & Web Developer

Piston Ring Service - Winnipeg, MB
May 2019 to August 2019

Adaptable Temp Graphic Designer & Web Developer:

- Stepped in as graphic designer during summer, taking over where the previous left off.
- Designed business cards, catalogs, and advertisements using Adobe Creative Suite.
- Spearheaded website redesign discussions, ensuring on-brand, modern designs.
- Wire-framed and developed new website with HTML, CSS, and JavaScript.
- Responded to company's recent (2023) request to update the site CMS to Drupal.

Student Graphic Design Internship

Direct Focus - Winnipeg, MB
March 2019 to April 2019

Dynamic Graphic Design Intern:

- Gained corporate design industry experience and honed the concept-to-completion design process.
- Crafted graphics for up to 5 clients daily within tight time-frames and design constraints.
- Adapted designs based on client feedback using Adobe Creative Suite.
- Prepared and delivered in-house print-ready files.
- Assembled branding packages for point-of-purchase displays, marketing, and product packages.

Student Graphic Design Internship

CWB National Leasing - Winnipeg, MB
November 2018 to December 2018

Innovative In-House Graphic Design Intern:

- Illustrated vector art with the company's established style for social media and blog content.
- Authored a UX/UI Audit of the company's website, contributing to design optimizations.
- Collaborated with the design team to create brand assets, blog posts, and marketing materials.
- Maintained and updated the company website with new products and announcements.
- Crafted client appreciation merchandise, including gift boxes, stickers, and candy wrappers.