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GRAPHIC DESIGN

PORTFOLIO



All about me

Hi, I'm Abbie Kerby, a Tattoo Artist and Graphic Designer. I graduated from Saginaw Valley State University with a B.A. in Graphic Design, maintaining a GPA of 3.95 and minoring in Marketing and Communication. Professionally, I have honed my skills as a tattoo artist at Rock Solid Tattoo in Saginaw, MI, where I transitioned from an apprentice to a full-fledged artist. During my time there, I designed custom tattoos, collaborated closely with clients, and managed social media promotion.

Concurrently, I have been a freelance artist since 2019, creating murals and commissioned artworks while managing my business operations independently. My work at TJMaxx is what helped me develop my organizational, leadership, and customer service skills. Academically, I engaged in various relevant course projects, including competing to design beverage labels for a poetry festival and developing comprehensive marketing strategies for local businesses, which solidified my expertise in both graphic design and marketing.

From a very young age, I have always been interested in art and design. It allows me to express myself and connect with others through visual artistry. I absolutely love the process of collaborating with clients to create artwork we both love. In my free time I enjoy spending time with family and friends. I love to go up north, hangout with my animals, and watching movies! I also like to fill my free time with side projects, I'm always working on something!

Contact

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Education

2020-2024

B.A. in Graphic Design
Minors in Marketing and Communication
Saginaw Valley State University - 3.95 GPA

2019-2023

Tattoo Apprenticeship
Rock Solid Tattoo

Skills

Communication
Leadership
Teamwork
Self-motivation
Problem solving
Critical thinking
Prioritization
Time management
Continuous learning
Adaptability
Interpersonal

PACKAGING design

Oracle Craft Beer

CONCEPT:

The client Oracle Brewing Company requested a series of three craft beer labels each inspired by individual poems from a collection. The challenge was creating labels that have the essence of the poems while creating a unique and visually compatible design. Each label was to be an artistic reflection of each poem, embodying its essence and deep meanings within a unique and visually captivating design.

DESCRIPTION:

16oz Beer cans
Full Wrap Label
5.00" x 7.25"



POSTER *design*

NAMI: Mental Health

CONCEPT:

The objective of this project was to create a series of themed posters for Mental Health Awareness Month, targeting college students and encouraging them to seek help if they are suffering from mental illness. The posters aimed to convey the message that mental illness is common among college students, resources are available through the Campus Mental Health & Wellness Center or the National Suicide & Crisis Lifeline, and to raise awareness about NAMI's designation of May as Mental Health Awareness Month.

DESCRIPTION:

Posters 11" x 17"
80 lb Matte cover stock paper



BRAND *development*

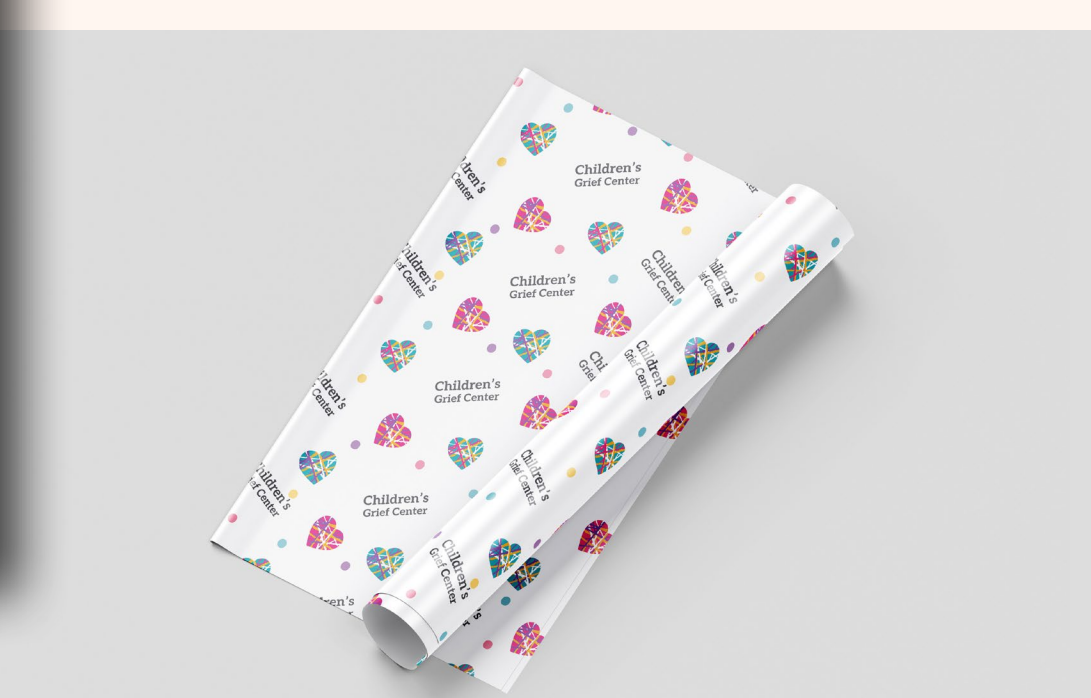
Children's Grief Center

CONCEPT:

The objective of this project was to create fully developed brand standards for The Children's Grief Center (CGC). Along with that, I developed advertising options for the company to reach further outside of the Midland, MI area. Specific goals were to expand color palette, establish fonts, set guides for newsletters, and integrate new graphic elements. Developments of the car wrap and billboard are to be added into the five year plan to successfully integrate the CGC into more communities across the state of Michigan. Contact me to have access to the full powerpoint to see the project in its entirety which will include applications of design, cost breakdown, and suggestions for the brand and their company development.

DESCRIPTION:

Full Branding Kit
14' x 48' Billboard
Car Wrap
Pattern Design



ADVERTISING *design*

Little Caesars

CONCEPT:

The objective of this project was to push viewers to go to Little Caesars and try their items from the “crazy” line of foods. Based on their current advertising strategies and design elements I created this billboard to push viewers towards their establishment. This billboard required the Little Caesars name, a tagline with 12 or less words, and be simple enough to read while passing by quickly in high traffic areas. Along with that, smaller advertisements were made to adapt into different environments.

DESCRIPTION:

14' x 48' Billboard



ADVERTISING *design*

Feeding America

CONCEPT:

The objective for this project was to create a billboard for the non-profit group, Feeding America. This billboard's goal was to create an interest in the organization, and encourage others to reach out and donate to help hungry children. This design focused on an emotionally persuasive approach. This billboard required the Feeding America logo, a tagline with 12 or less words, and had to be simple enough to read while passing by quickly in high traffic areas. Along with that, smaller advertisements were made to adapt into different environments.

DESCRIPTION:

14' x 48' Billboard



ADVERTISING *design*

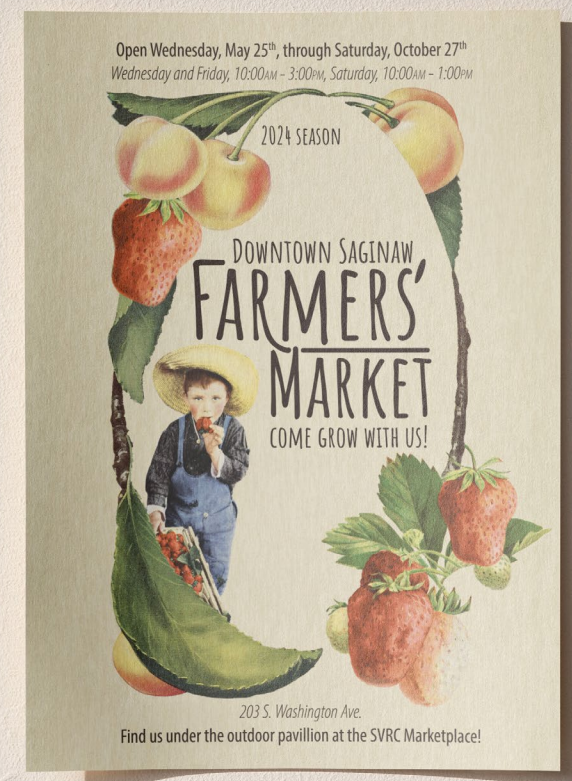
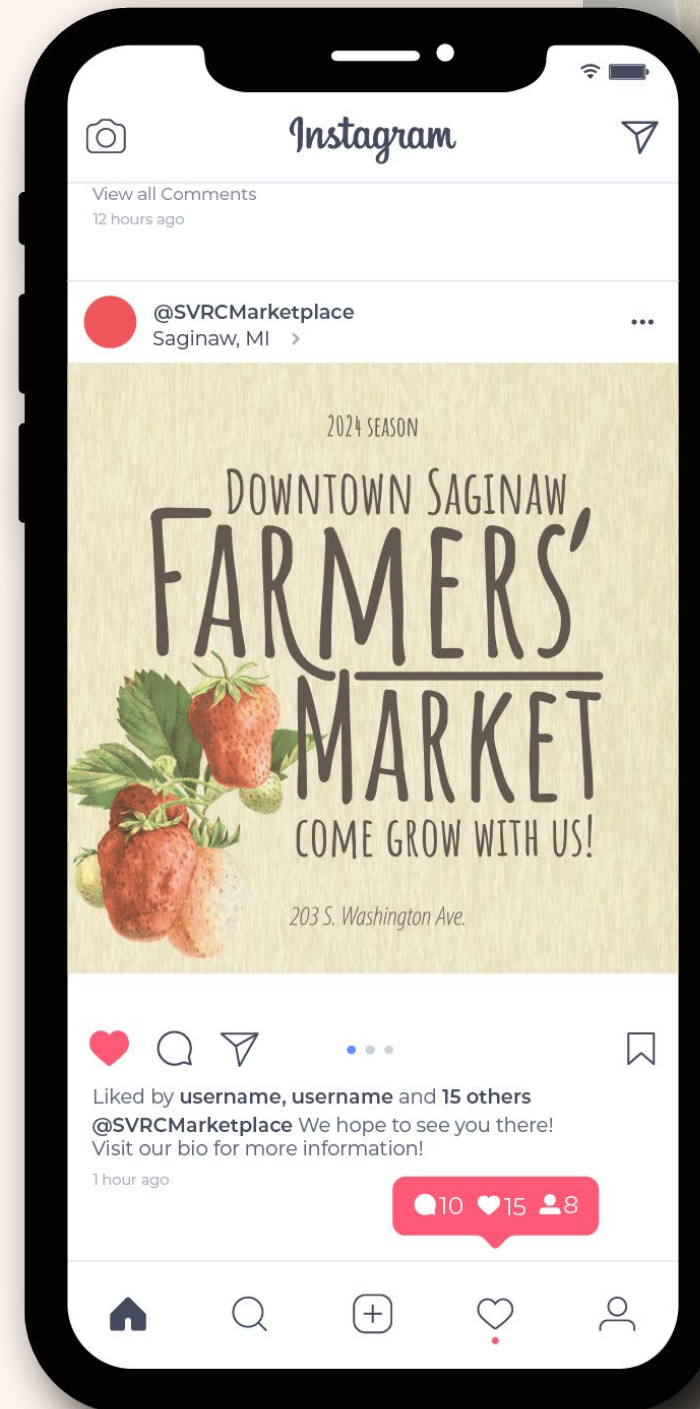
SVRC Farmers' Market

CONCEPT:

The objective for this project was to create a poster for the 2024 Downtown Saginaw Farmers' Market. The project needed to feature a digital illustration that draws from vintage graphics sourced from Archive.org. I developed a full graphic using parts from multiple different vintage illustrations for this graphic. Along with the flyer a digital cover graphic was made to advertise both in physical and digital locations.

DESCRIPTION:

Posters 11" x 17"
80 lb Matte cover stock paper



PUBLICATION

design

Doggie Delights

CONCEPT:

When redesigning this brochure for Doggie Delights Dog Treats, I was focused on organizing critical information to create a design that was easy to read. The main focus was on the typography, accented by graphics and imagery.

DESCRIPTION:

8.5" x 17" Brochure
40 lb Paper



PUBLICATION *design*

MIArts

CONCEPT:

MIArts is a collective arts organization with a goal of generating and distributing funds to eligible art establishments to support their everyday operations. The publication wanted a distinct brand identity of a catalog that would attract new customers, existing ones, and encourage more contributions to the organization. The goal for the design was to create a clean look that plays into simplicity in design and focuses on the organization of the typography.

DESCRIPTION:

8.5" x 11" Mailer Catalog
80 lb cardstock
16 Pages



MIArts



GRAPHIC *prints*

Screen Prints

CONCEPT:

These projects focus on the use of color, arrangement, and graphic imagery. The objective was to create a design to be screen printed in layers using two-three different stencil types.

DESCRIPTION:

11" x 14" Prints
140 lb Watercolor Paper



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GRAPHIC *illustrations*

Self-Portrait

CONCEPT:

This illustration is a self portrait. For this image, I used elements of traditional and neotraditional style tattoos to create an image of myself. The color palette was also inspired by traditional tattooing "rules". I also added tattoos to my arms, face, and neck, in a satire way. I am a tattoo artist with minimal tattoos, which is always a shock to my clients.

DESCRIPTION:

5" x 7" Graphic



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GRAPHIC *illustrations*

Iroquois Creation Story

CONCEPT:

This project is a full illustration designed for a poem written by a fellow student. It is inspired by the Iroquois creation story. The color palette and imagery was inspired by the poem as well as other corresponding graphics created with the full project.

DESCRIPTION:

8" x 10" Graphic



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Sky Woman

By: Ashley Higgins

Her beauty and grace is unmatched. Sky Woman watched from above. She leaped from the island in the clouds. Sky Woman's hair wisped around her. The sun hugged her in a warm embrace.

Sky Woman plunged into the vast ocean. She Befriended the birds and fish. Sky Woman journeyed through the vast waters seeking help. The giant Sea Turtle cast a light shadow, saving her breath.

Sky Woman and Sea Turtle quickly became friends. She was carried by Sea Turtle on his back, planting seeds along their route. The seeds created the earth. They grew trees far and wide. The plants arose from the ground, praising the sun. The Earth is now here.

It is Beautiful.



GRAPHIC *illustrations*

Inner Peace Illustrations

CONCEPT:

These illustrations are a part of a larger book with quotes relating to inner peace. These illustrations commonly depict one or more people in a peaceful setting. These illustrations all follow a common theme and color palette.

DESCRIPTION:

8" x 10" Graphics
101 Pages



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