

Abigail Kerby

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EDUCATION

Saginaw Valley State University, GPA: 3.95

Aug. 2020 – May 2024

B.A. in Graphic Design, Minors in Marketing and Communication

PROFESSIONAL EXPERIENCE

Rock Solid Tattoo, Saginaw, MI

Tattoo Artist

June 2023 – Present

Tattoo Apprentice

Aug. 2019 – June 2023

- Designed custom tattoos utilizing Procreate while collaborating with clients to bring their ideas to life.
- Developed a strong foundation in drawing and design specific to tattoo artistry.
- Applied tattoos with precision while maintaining health and safety standards.
- Built and maintained a portfolio of works, showcasing a range of different styles and techniques.
- Worked with clients to help develop designs that were both proficient in composition and design that also exceeded their expectations.
- Coordinated scheduling and maintained contact with clients.
- Maintained use of social media platforms to promote services and continue to build clientele.

Self Employed, Saginaw, MI

Freelance Artist

July 2019 – Present

- Designed and hand painted large-scale murals for 989 Pharmacy and 989 Cafe, enhancing the appeal of their commercial space while adhering to their brand identity.
- Created commissioned artwork for clients including murals, tattoo design, and digital illustrations utilizing Procreate and Adobe Suite.
- Managed all aspects of a freelance business including client communication, project timeline, and payments.

TJMaxx, Saginaw, MI

Sales Experience, Front-End Coordinator, Customer Experience Coordinator

April 2020 – Aug. 2020

Sales Associate

Aug. 2018 – April 2020

- Open/closed the store, managed inventory, coordinated break schedules, and ensured proper pricing of items.
- Demonstrated strong organizational and time management skills by juggling multiple tasks simultaneously.
- Delegated tasks to associates based on their strengths and experience, contributing to a positive and productive team environment.
- Practiced excellent communication and problem-solving skills to de-escalate situations and find solutions that satisfied both customers and associates.

RELEVANT COURSE PROJECTS

Graphic Design: Intro, Typography, Digital Imaging, Illustration, Advertising, SVSU

Fall 2021 – Winter 2024

- Designed beverage labels for the 2023 Theodore Roethke Poetry and Arts Festival and earned runner-up placing in the packaging design contest out of 20 entries.
- Practiced in designing, formatting, and developing content for technical, commercial, and promotional pieces.

Marketing Strategy, SVSU

Winter 2024

- Developed and expanded a branding kit and set guides for the newsletter, social media posts, and brand image for the Children's Grief Center GLBR.
- Conducted research and developed marketing strategies to reach a further audience, including billboard design, car wrap design, stickers, and full cost breakdown.

Digital Marketing and Analytics, SVSU

Winter 2023

- Developed an overall social media strategy and implementation plan for Yogurt Yeti, including market research, social media posts, SEO, SMS marketing, CRM, and corresponding metrics.