A

ABBY PULFER

SR. GRAPHIC DESIGNER
UX DESIGNER

✉ AbbyPulfer@gmail.com
📞 972.838.3632
🌐 abbypulfer.com

EDUCATION

University of Oklahoma
BFA in Visual Communications
Minor in Business & Art History

Coursera
Google UX Design Certification
To be completed Sept. 2024

SKILLS

Adobe Creative Suite
Photoshop
InDesign
Illustrator
Photography
Art Directing
Microsoft Office
Figma
Iterable
HTML/CSS
Typography
Layout
Package Design
Print / Digital Design
Strong Communication
Creative Brainstorming
Attention To Detail
Leadership
Project Management
Organized
Fast Learner
Listens Well

AWARDS

Best of Class: Abstract Art Packaging
2024 San Francisco Chronicle
Wine Competition

EXPERIENCE

Scout & Cellar, *Remote*

Senior Design Manager - July 2021 - Present
Directed design efforts for email, campaigns, brand and consultant social channels, print media, and website updates. Fully concepted and designed wine labels and packaging, and project managed the whole print process to completion. Directed paid advertisements for new product launches and holiday promos resulting in a high ROI. Managed and mentored junior graphic designers. Won the 2024 Best of Class Abstract Art award from the San Francisco Chronicle Wine Competition with my wine label Project amp the G.O.A.T..

Design Manager - April 2020 - July 2021
Managed the design look and feel for social, web, and print materials for S&C Brand pages and for the Field consultants. Designed tasting cards, wine catalogs, and club books for web and print.

PDI Software, *Dallas, TX*

Graphic Designer - March 2018 - May 2020
Designed for technology solutions and marketing services providers of coalition and propietary loyalty reward programs. Created innovative designs for websites, advertising campaigns, e-mail promotions, and social media channels. Worked on the front and back end of the website landing pages.

Golin, *Dallas, TX*

Graphic Design Associate - March 2016 - March 2018
Designed and concepted various assets digital assets including social media posts, blog illustrations and animations, infographics, and PowerPoint presentations. Aided in winning clients with pitch decks and presenting design concepts. Clients included Cisco, PetSmart, Patrón, Essilor, SanDisk, FedEx, and Samsung. Mentored multiple design interns.

Graphic Design Intern - September 2015 - March 2016
Designed various assets including illustrations, social media posts, PowerPoint decks, infographics, and animations for multiple clients on a daily basis.

OU Athletics Digital Media, *Norman, OK*

Graphic Design Intern - September 2013 - May 2015
Designed social graphics during games for SoonerSports.com and all social media accounts. Coded the 2015 NSD website and designed the OUDNA logo, which is now the Oklahoma football logo.

FREELANCE

Smoothie King

Freelance Email Designer - November 2022 - July 2023
Designed emails, building out briefs, designing/creating GIFs, and uploading to Iterable. Worked on LSM projects when they were in need of extra help.

Ottantadue

Freelance Brand Designer - November 2022 - September 2023
Design a brand for Ottantadue and its sub-brand SommPort creating their logos, color story, and icons.

OSU Dam Nation Collective

Freelance Logo Designer - September 2022 - November 2022
Designed and create the logo for the Oregon State football alumni group DAM Nation Collective to create their logo and brand color aesthetic.