

Abby DERANGO

SENIOR GRAPHIC DESIGNER

abbyderango.com
abbyderango@gmail.com
(815) 218-9975

Education

NORTH CENTRAL COLLEGE | Naperville, IL
Bachelor of Arts in Graphic Design

Skills

ADOBE CREATIVE SUITE

Illustrator
Photoshop
Lightroom
InDesign
Dreamweaver
AfterEffects
Acrobat

DIGITAL MARKETING PLATFORMS

Google Analytics
Google AdWords
Facebook Ad Manager
Pinterest Ad Manager
Adwerx | Display Ad Management
Total Expert | CRM

OTHERS THAT MAY BE RELEVANT

DSLR Photography
Print Ad Production
HTML / CSS
Infographic Development
Social Media Management
Digital Form Adaptation

Profile

Hey hi hello. I am a creative human who loves to work with and watch a variety of art forms come together in design and marketing to tell a story and give companies a strong sense of authentic personality. The types of work I find the most fulfillment in are brand development, ad design (print & digital), social media presence, and anything that includes high resolution photos and Photoshop.

Experience

SENIOR GRAPHIC DESIGNER
Topstep | March, 2022 – Present

Responsible for transforming a brand that had a solid foundation but lacked personality. Implemented and have maintained new color-ways, type treatments, and design assets that remain loyal to Topstep at its core, but go deeper to shine a light on the history and people that make the company so successful.

GRAPHIC DESIGNER
Draper & Kramer Mortgage Corp. | August, 2020 – March, 2022

Designed print materials including full-page magazine ads, flyers, postcards, double-sided magnets, and promotional materials. Responsible for updating past materials and implementing the new brand guidelines and standards for a fresher look. Managed our quarterly direct mailer project, including designing print materials, delegating databases and proof work to team members, applying feedback from loan officers, packaging materials for print, and sending to print vendor.

SOCIAL MEDIA & DIGITAL MARKETING MANAGER
Creative Mirror & Shower | June 2019 – August 2020

Responsible for developing, maintaining, and monitoring paid search ads for platforms such as Google (display and text), Bing, Facebook, Instagram, and Pinterest. Designed and prepared paid ads for print by matching color profiles, print style, seasonal objectives, and brand guidelines for publications such as Interior Chicago Modern Luxury, Inside Chicago, The Chicago Sun Times, The Home Mag, Naperville Magazine, and SPLASH Magazine.