

# 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

ADOBÉ 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.