

ABBEY LEFFLER

Designer, Graphic and Experiential

Experienced designer and creative, poised for fresh opportunities. Creatively defines visual communications using robust design systems via various media channels. I thrive on delivering compelling visual stories that exceed client expectations and meet tight deadlines. My meticulous project management and collaborative approach ensure seamless execution. Eager to join a team where I can leverage my design expertise, push creative boundaries, and advance my professional journey.

CONTACT

248-914-8769

aleffler03@gmail.com

PORTFOLIO

abbeyleffler.com

EDUCATION

Wayne State University

Bachelor of Fine Arts

Concentration in Graphic Design

SKILLS

Branding and Visual Identity

Creative and Art Direction

Client Pitches

Dynamic Interpersonal Skills

Environmental Graphic Design

Messaging and Copy writing

Promotional Campaign Creation

Package Concepts and Design

Presentation Design

Social Media Strategy and Design

Team Leadership

Website Strategy, Design & Development

Working Knowledge of HTML and CSS

TECHNICAL SKILLS

Adobe Acrobat Pro

Adobe XD

After Effects

Constant Contact

ChatGPT

Figma

EXPERIENCE

Activate Experiential

Senior Graphic Designer

Develop and execute experiential marketing campaign activations that includes digital, print, mobile applications, screens, presentations, environmental graphics, and space planning. Utilize visual design techniques and adhere to brand standards that engage and inspire client target audience. Intake client calls to understand scope of work, budgets, timelines, visual problems to solve, and provide comprehensive solutions. Work along side the production and account directors to ideate creatively. Source goods, vendors, and provide material recommendations for visual executions. Mentor junior staff and lead the production arm of the creative team. Support business development sketch pitch work. Manage projects from ideation phase through activation phase.

September 2024 – present | Ferndale, MI

Jack Morton Worldwide, Interpublic Group

Designer

Creative team member who supported all General Motors experiential creative. I was the lead experiential graphic designer for the Buick and GMC accounts. Developed experiential concepts, consumer outreach and print collateral, large-scale graphics, digital ad campaigns, site surveys, client presentations, and UI/UX across various platforms. Supported the creative team on other brands such as Cadillac, GM Energy, Chevrolet and other Jack Morton offices within the United States. Participated in client pitch meetings, reviews, and internal company wide pitch brainstorming. Interfaced closely with ADs/CDs, 3D designers, account managers, production staff and vendors to produce premium experiential events.

July 2022 – July 2024 | Detroit, MI

iMBranded

Graphic Designer

The team of seven designers executed wide format graphics from the mock-up stage through print production and install. Interfaced with clients to provide recommendations on art for their environmental spaces and verify all art met resolution and quality standards for production. Coordinate with the production team and account managers to ensure files were print ready. Created installation directions with details that were provided to the on-site installation team so graphics could be accurately installed. Created print and digital assets for the in-house marketing team. Directed junior designers through tasks and program standard processes.

July 2020 – July 2022 | Troy, MI

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TECHNICAL SKILLS CONT.

Illustrator
InDesign
Lightroom
Mac & PC based OS
MailChimp
MidJourney
Photoshop
PowerPoint/Keynote
Premiere
SketchUp
Wix
Word/Pages

City of Novi, Michigan

Graphic Design Coordinator

Enhanced the visual communications of the Communications department at the City of Novi. I implemented communication standards across print and digital channels by planning, designing, and producing multimedia projects of varying complexity. Introduced a new Creative Brief process for departmental work, I collaborated closely with the Director of Communications to lead visual communication strategies and digital design production, consistently expanding the City's social media presence YOY. Evaluated and improved publications created by city staff, ensuring adherence to the City's brand standards across all media channels. Additionally, I supported community-based events, local businesses, and internal communications, including collaboration with the video team, Studio No.VI. Played a key role in updating the City website to maintain accurate information.

September 2017 – July 2020 | Novi, MI

Albert Kahn Associates, Inc.

Graphic Designer

Spearheaded design and development of all print and digital collateral for the firm. Collaborated closely with Principals and the marketing team, facilitated and executed architectural proposals in response to RFPs. My strategic implementation of new design and visualization standards significantly enhanced our response rates to project proposals. Additionally, I provided recommendations to the leadership team on visual communication standards and successfully led the firm's re-branding initiative.

March 2017 – September 2017 | Detroit, MI

Greenleaf Hospitality Group

Graphic Designer

In this collaborative role, I managed all creative aspects for four restaurants, four retail locations, guest rooms, and events and catering. Responsibilities included brand management, asset creation, creative development, copy writing, and devising marketing strategies across these divisions. Additionally, I mentored and supervised two design interns. Utilizing strong project management skills, I ensured all deliverables met client specifications. My initiatives in web and print material design contributed to increased retail profits and boosted conference attendance.

July 2015 – February 2017 | Kalamazoo, MI