

Abby Walter

FOCUS

Creative Direction, Experience Design, Creative Concepting, Experiential Marketing

TOOLS

Adobe InDesign, Illustrator, Photoshop, After Effects, Premiere, XD, After Effects, Acrobat, Figma, HTML & CSS, Wordpress, Keynote, Powerpoint, Word

ABOUT

Ex-Caricature Artist, Aspiring Ice Skater, HGTV Host Wannabe, Expert Hula Hooper



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WORK EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

Aug. 2021 – Present

ADVOC8

Creatively lead and execute events; Work with brands such as Amazon, Google, Axios, Solana and more

SENIOR ART DIRECTOR

Jan. 2021 – July 2021

Inspira Marketing

Concept, design, and execute events; Assist in leading social media for Waterloo Sparkling Water

FREELANCE UX DESIGNER

Sept. 2020 – Dec. 2020

Familiar Creatures

Conducted user research and designed/prototyped web experiences for the sunglass brand, Nectar

EXPERIENCE DESIGNER

July 2019 – Aug. 2020

RedPeg Marketing

Designed interactive, physical experiences/events for brands such as GEICO, Carter's, Lidl, TD Bank, Ricoh, Capital One, Virginia Lottery, and more

PRODUCT DESIGNER

Oct. 2017 – June 2019

Marker Seven

Designed high-fidelity, clickable prototypes of new web products for brands such as PBS, Bank of America, and more; Developed personas, user stories, sitemaps, conducted card sorts, and created other UX documentation

ART DIRECTOR

June 2017 – Sept. 2017

Moxie

Concepted and created TV, digital, and social media campaigns for Chick-fil-A and Rachael Ray Nutrish pet food

Throughout my agency work experience, I have also taught various classes at Virginia Commonwealth University.

ADJUNCT PROFESSOR

Aug. 2018 – Present

VCU School of Business and School of Media & Culture

Taught experiential marketing, digital marketing, storytelling in advertising, copywriting, media innovation, a strategic portfolio class, and marketing design

EDUCATION

VCU BRANDCENTER

2017

M.S. in Business/Branding
Experience Design

JAMES MADISON UNIVERSITY

2015

B.A. in Media Arts & Design Concentration in Converged Media
Minor in Studio Art
Summa Cum Laude