



Abbey Purcell
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Education

University of Kentucky
Bachelor of Arts
Digital Media and Design
GPA: 3.8
Graduating: May 2023

Skills

Adobe Creative Cloud, Lytho, Slack,
Microsoft Office Creative Suite, Final Cut
Pro, Figma, Google Workspace, Printing
Process, Layout, Design, Photography

Recognition

University of Kentucky Bluegrass Spirit Award
University of Kentucky College of Fine Arts Scholarship
Carey Ellis School of Art and Visual Studies Award
School of Art and Visual Studies Foundation Award

Experience

Sports Illustrated

Graphic Design Intern | Remote | June 2022 – Aug. 2022

- Created cover graphics that ran alongside the daily featured story on the SI homepage and social media platforms.
- Worked directly with SI's Creative Director, Art Director, and designers to create graphics.
- Designed layouts for four monthly issues, published in millions of copies.
- Researched opportunities for growth and improvement for SI's social media platforms.

KRNL Lifestyle and Fashion Magazine

Lead Digital Editor and Assistant Creative Director
Lexington, KY | Jan. 2021 – Present

- Design compelling and clean layouts for semester issues and bimonthly lookbooks.
- Research, edit, and produce a broad range of content for social media communication channels and manage a team of sixteen.
- Direct photoshoots and lead editing meetings to produce a cohesive and professional magazine.

School of Art and Visual Studies

Digital Marketing Intern | Lexington, KY | July 2021 – Sep. 2021

- Worked with key faculty to increase social media engagement on social media accounts.
- Developed and followed strategic plan for growth.
- Photography, content creation, and design work.

Alpha Chi Omega Sorority

Vice President, Public Relations and Marketing
Lexington, KY | Nov. 2019 – Nov. 2021

- Managed Marketing and Social Media committees for more than 250 chapter members.
- Developed and delivered a wide range of digital content on a daily basis.
- Managed all social media platforms including TikTok, Instagram, Twitter, and Facebook.

University of Kentucky Creative Services

Graphic Designer | Lexington, KY | Nov. 2021 – Present

- Create professional and time-sensitive graphic artwork to support UK Athletics brand.
- Design innovative graphics for print, web pages, and social media, including brochures, posters, schedule cards, and billboards.
- Involved with all aspects of layout, illustration, and mock-ups through final compost artwork.
- Collaborate with Social Media Coordinators and Communication and PR Assistants.

Old Brooklyn Community

Development Corporation

Intern | Cleveland, OH | May 2021 – Aug. 2021

- Worked with Executive Director to manage operations of a community development corporation for largest neighborhood in Cleveland, Ohio (population 35,000).
- Collaborated with JAC Creative, an advertising agency, to develop social media strategies, branding, and content.

Kentucky Sports Industry Conference

Graphic Designer | Lexington, KY | August 2022 – Present

- Designed social media and print graphics for University of Kentucky's talent pipeline conference.
- Established brand identity and researched opportunity for growth.

Freelance Designer

Lexington, KY | Aug. 2020 – Present

- Worked with a variety of clients and agencies on creating advertising campaigns, print assets, social media designs, and product mockups.
- Followed and created brand guidelines and identities.
- Worked effectively to meet tight deadlines.
- Developed communication, time-management, file management, brand strategy, and design skills.