

Abigail Muth

abigail.muth@temple.edu • abigailmuth.wix.com/portfolio



Education

Temple University

Klein College of Media and Communication
Philadelphia, PA
August 2014 - May 2018

Bachelor of Arts in Advertising
Concentration in Art Direction
Minor in Art at the Tyler School of Art

Foundation for International Education

London, England
January 2017 - April 2017

Semester Abroad

Skills

- Fluent in Spanish- read, write, and speak
- Proficiency in Photoshop, Illustrator, InDesign
- Beginner skills in Lightroom
- Familiarity with social media (Facebook, Twitter, Instagram, Tumblr)
- Knowledge of SLR and DSLR photography; ability to work in a darkroom and knowledge of basic lighting and editing skills
- Knowledge of principles of design and composition
- Knowledge of Microsoft Word and Excel

Relevant Coursework

- Art Direction II: Narrative & Multimedia
- Art Direction I: Concept & Layout
- Introduction to Art Direction
- Intermediate Digital Design Tools
- Introduction to Copywriting
- Computers for Design
- Photography I
- 2D Foundation Principles
- Drawing Foundation Principles
- Introduction to Visual Language: Painting
- Book Structures

Honors

Dean's List Freshman - Senior Year

Relevant Work Experience

Klein College of Media and Communication

Office of Strategic Communications and Marketing
Philadelphia, PA

Graphic Design Intern

August 2017 - Present

- Design social media graphics, digital signage, flyers, and email headings for all events that Klein College sponsors, such as scholarship application workshops, speaker series, events with the Dean.
- Create event poster for Graduate Speaker Series - design a poster that appeals to graduate students in Klein College and conveys the content of the lectures.
- Design series of posters for the Journalism Department that showcase influential journalists throughout history.
- Come up with designs for Snapchat filters to be used in Annenberg Hall, the building that houses Klein College.
- Design undergraduate materials to be given out to prospective students.

Templar Annual Yearbook

Temple University
Philadelphia, PA

Senior Designer

August 2017 - Present

- Design layout of yearbook spreads.
- Concept for overall theme design.
- Propose new design for logo.
- Advise on style guide for 2018 yearbook.

Digitas Health LifeBrands

Philadelphia, PA

Creative Art Intern

June 2016-August 2016

- Work on HCP as well as consumer side to launch pharmaceutical dry-eye company.
- Design emails, OOH, and online ads for HCP side of client project.
- Develop early stages of visual aid on iPad format for health care providers.
- Re-size photos for consumer website.
- Work in teams of five with other interns across all disciplines and all four offices of Publicis Health (Philadelphia, New York, Chicago, San Francisco) on summer long project - create campaign and develop Apple Watch App to promote fictional allergy medication.
 - Design all content for watch app, companion app, and ads.
 - Travel to New York City to present and compete.
 - Awarded 2nd place out of 10 teams from 4 different cities.
- Attend learning sessions to get insights on different parts of advertising industry, as well as specific roles within Publicis Health company.