

# ABIGAIL H CHU

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714.335.7671 / based in los angeles

## HI, I'M ABIGAIL.

reinforced with a critical background in (& love for) art history, my design decisions are thorough and meaningful, while my aesthetic remains bold, yet tightly edited. with over 10 years of experience, I am committed to elevating brands, as well as empowering peers both personally and professionally. I believe in kindness, process, and always exploring the 'why's'!

## TOOLS

adobe photoshop  
adobe indesign  
adobe illustrator  
adobe after effects  
airtable/monday  
brandfolder  
figma  
zeplin  
keynote

## SKILLS

campaign concepts  
brand consistency  
typography  
print + packaging  
art direction  
photoshoots  
ui design (partnering with developers / pms)  
gifs + animations  
simple illustrations  
simple videos

## EDUCATION

**UCLA extension** / june 2013 - october 2017  
certifications

- design communication arts
- advanced web + interaction design

**UCSD** / september 2008 - june 2012  
bachelor's degrees

- visual arts, art history/criticism  
*honors, with distinction*
- communication  
*honors, with highest distinction*



## LASHIFY - santa monica, ca

**ART DIRECTOR** : march 2022 - present

i help lead a team of 9+ talented creatives, reporting directly to the ceo & building new processes and streamlining workflows. i pioneered branding efforts, creating campaigns with budgets ranging from \$0 to \$80,000!

## Oishii - remote, but based in nyc

**FREELANCE DESIGNER** : april 2021 - present





to elevate the experience of eating \$50 strawberries (!!!), i updated the entire packaging experience, designed digital assets, and created highly customized investor decks. i also supported design collabs with:  

## CARBON38 - culver city, ca

**ART DIRECTOR** : september 2020 - march 2022

i rubbed elbows with the executive team, engaging in creative brainstorming, pitching visual direction, and concepting photoshoots and brand campaigns.  
*highlight: i spearheaded the vision for our international women's month campaign (a project our ceo held dear to her heart).*

**LEAD SENIOR GRAPHIC DESIGNER** : march 2019 - september 2020

while leading the team of graphic designers on all things brand-related, i worked more exclusively on the bigger campaigns, collaborating heavily with different departments. some standout collabs:  ANINE BING  BALMAIN PARIS  ELEVEN 

**SENIOR GRAPHIC DESIGNER** : december 2017 - march 2019

i designed and churned out a zillion assets for daily campaigns including emails, site banners, digital ads, printed lookbooks, landing pages, retail signage, and more, while mentoring and guiding other mid- and entry-level designers + interns.

## Fender - hollywood, ca

**FREELANCE DIGITAL DESIGNER** : november 2017 - april 2018

collaborating with the copywriter, producer, and a kickass female VP (in a male-dominated industry), i created visual concepts and assets for large scale campaigns ie. black friday, holiday, new years, etc.

## DAPPER IN DEED - los angeles, ca

**ART DIRECTOR** : september 2015 - december 2017

as my first ~~baby~~ startup, i established the visual identity by developing style guides, press kits, investor decks, ads, business cards, emails, packaging, hangtags, and everything else in between. *i even got to meet daymond john from shark tank!*

## NS nett solutions - aliso viejo, ca

**GRAPHIC DESIGNER** : july 2013 - december 2017

i created ads, infographics, and visual case studies, communicating directly with a very wide range of clients. *fun fact: the weirdest ads i made were for freeze-dried mice.*

## A'GACI - los angeles, ca

**MARKETING ASSOCIATE** : october 2012 - june 2013

this was a jack-of-all-trades-type of role but my greatest achievement was rebranding our entire social media presence. *we went from 10k Instagram followers to over 300k. This was back when IG was just beginning to boom.*