

ABBEY BOEHM

Product & Graphic Designer

SUMMARY OF QUALIFICATIONS

Inspired professional with 5+ years of experience in product and graphic design, project management, production, and marketing. Proven ability to solve complex problems and deliver large-scale product development and manufacturing projects in budget and on schedule. Committed to product quality and innovation while meeting company goals and exceeding customer expectations. Collaborate with sales, engineering, manufacturing, and customer service teams to identify opportunities and manage product quality issues.

BA degree in graphic design; deep expertise in Adobe Creative Cloud (CC); familiar with MS Office and CAD software; skilled coder and programmer. Versed in design and implementation of marketing tools and strategies, including content and design creation for print, digital, social media, and new media platforms.



Won the return of a major national sporting goods account

Delivered client designs for a new target market with 1.5 weeks lead time and deepened SKU commitment



Eliminated product loss due to dart fastener packaging damage

Created a set lighting solution to provide for professional in-house product photography



Reduced prototype production 90–95% and doubled seasonal design offerings

Improved production planning and reduced down-time



Designed a process for selecting yarn colors that yielded on-trend product, brought customers back

PROFESSIONAL EXPERIENCE

WIGWAM MILLS, INC., SHEBOYGAN, WI **3/2015–PRESENT**

Product and Graphic Designer | Product Development Team

Manage apparel design projects from concept and research through production, working with cross-functional business units to achieve manufacturing goals for socks, backpacks, hats, and shirts. Support seasonal preparation with trend and palette research. Lead team selection of yarn library additions as head of color. Confirm quality and availability of yarn lots for production. Create technical packs to identify yarn-type placement for patented moisture movement and fit technologies. Use Pointcarre to code knitting machines. Liaise with engineers to solve problems and ensure quality production. Track and supervise projects, including those placed at other mills to expand product offering. Create sales sheets, support catalogue layout, direct photo and video shoots, assist with package design, and develop website layout mockups.

STUDIO 44, INC., DE PERE, WI **2014**

Studio Assistant, 5/14–10/14

Shot and edited product and lifestyle photography; edited podcasts and video. Set up sets, repainted sweeps, and organized and maintained equipment.

SMART INTERACTIVE MEDIA, LLC., CEDARBURG, WI **2014**

Graphic Intern, 1/14–5/14

Generated website design mockups to support sales efforts. Created daily graphics for social media brand messaging. Developed logo designs for clients. Produced videos and shot product photos.

ENTERTAINMENT TO KNIGHT, DE PERE, WI **2012-2013**

Graphic Artist, 7/12–5/13

Created print and digital marketing tools to promote campus comedy and music events. Collaborated with others to set up, manage, and take down events; welcomed acts and solved onsite problems.

EDUCATION & PROFESSIONAL DEVELOPMENT

ST. NORBERT COLLEGE, DE PERE, WI **Bachelor of Arts in Graphic Design**

FLORENCE UNIVERSITY OF THE ARTS, FLORENCE, IT **Study Abroad Certificate**

Courses in photography, graphic design, web design, and art history.

Pursue ongoing professional development through seminars, workshops, technology tutorials, and American Institute of Graphic Arts (AIGA), including topics in in-house design and advocacy.

Oral and written language skills in English, German, and Italian.

Technology proficient in Microsoft Office (Excel, Word, Outlook, PowerPoint), Adobe CC digital design products (Illustrator, Photoshop, InDesign, Lightroom, Premiere Pro, After Effects, Dreamweaver, Bridge, Camera Raw), Final Cut Pro video editing software, and Pointcarre CAD textile software. Versed in scripting, coding, and programming (HTML, CSS, Bootstrap).