



ABBY LAUREN EDWARDS

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Education

Savannah College of Art and Design (SCAD)

Savannah, Georgia
B.F.A. Graphic Design, June 2016

Awards & Honors

Print Magazine Regional Design Annual 2017
European Product Design Awards Merit 2017
Graphis New Talent Merit Award 2016
GD USA Students to Watch in 2016
Friedman Family Endowed Scholarship 2015
SCAD Artistic Honors Scholarship 2012-2016
SCAD Academic Honors Scholarship 2012-2016

Experience

SCAD | Graphic Designer | Savannah, Ga. | Feb. 2018 – Present

Worked with Art Directors, Creative Directors, Writers, Production Leads, and Project Managers in the Creative Direction department for the Executive Initiatives team. I collaborated, conceptualized, developed, and executed designs for Exhibitions, Events, Presidential presentations and reports, Admissions, Dining, and Human Resources. Projects I've worked on include: Family Activity Kit for the SCAD Museum of Art, Exhibition vinyls, rack cards, and ads for SCAD MOA and the SCAD Fashion + Film Museum, Admissions VR Goggles and Catalog stickers, Dining Menus and Van Wraps for SCAD-owned Restaurants, President Wallace presentations for the Board of Trustees, Cabinet Members, and Faculty, Savannah Women of Vision, and DeFine Art.

BFG Agency | Graphic Designer | Hilton Head Island, Sc. | Aug. 2016 – Feb. 2018

Assisted Art Directors and Creative Directors with conceptualizing, developing, and executing a variety of work including: Identity, branding, logo design, POP/POS, experiential, social media, out-of-home activations, email templates, animations, and art directing photoshoots. Brands I've worked on include: Campari, Grand Marnier, Aperol, SKYY Vodka, Tropical Smoothie Cafe, Outback Steakhouse, Hargray, DS Services, Vess, Barilla, and LG + Stranger Things.

The Martin Agency | Design Intern | Richmond, Va. | June – Aug. 2015

Worked alongside six other interns of various backgrounds including advertising, copywriting, filmmaking, animation, strategy, fashion, rhetoric, illustration, and management. I conceptualized, executed, and presented work for clients including: logo design, website redesign, production design for film, social media activations, print ads, out-of-home concepts, interactive installations, and environmental graphics.

Design Skills

Identity, Branding,
Print, Packaging,
Layout, Environmental,
Experiential, Digital,
Experimental Design,
Concept Ideation, Art
Direction, Strategy

Software

Photoshop, Illustrator,
InDesign, Lightroom,
Powerpoint, Office

Additional

Serigraphy, Lithography,
Relief, Illustration,
Photography, Painting,
Sculpture, Animation