

# Abby Kirchmeier

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## Experience

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### U.S. Bank – UX Design Intern

Jun 2023 - Aug 2023 | Minneapolis, MN

Spearheaded the redesign of hero illustrations on the developer portal, and developed a comprehensive Figma library of assets. Regularly updated workflows, imagery, and graphics on the developer portal as part of BAU. Participated in a customer-attracting case competition for the Innovators in Residence program.

### MILLU – Junior Designer

May 2022 - Mar 2023 | Los Angeles, CA

Oversaw all website updates, and led e-commerce launch from inception to completion. Collaborated with the marketing and design teams to create prints and packaging for MILLU's first product line. Prototyped the first iteration of the MILLU app conceptualizing functionality and key features. Assisted with brand deck and style guide formation, and ensured brand consistency across channels. Produced bi-weekly posts for Instagram, increased community engagement and following by 170% in 2 months (300+ followers).

### STRIKE Magazine – Editorial & Merchandise Designer

Jan 2022 - May 2022 | St. Louis, MO

Crafted 30+ unique layouts and graphics for spreads. Rendered digital sketches of merchandise, and managed end-to-end production and distribution process.

### Early Emotional Development Program – Research Assistant

June 2021 - Dec 2021 | St. Louis, MO

Prepared 50+ EEGs and administered 100+ cognitive tasks to children aged 6-13. Collaborated with Dr. Joan Luby, MD (PI) to create figures for publications.

### Hart Coaching Academy – Marketing Intern

Oct 2020 - Oct 2021 | Remote

Generated content and executed growth strategies for Instagram, Facebook, and LinkedIn. Designed and published 20+ Google & Facebook ad campaigns increasing monthly sales by 180%. Designed dozens of marketable toolkits and worksheets, and assisted in website updates.

## Leadership

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### AIGA WashU – Professional Chair

Aug 2023 - Present, St. Louis, MO

Managed a range of professional development events for Sam Fox School of Art and Design students. Pioneered partnerships with top studios for informational tours and orchestrated hands-on workshops to bridge academic learning with professional demands.

## Education

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### Washington University in St. Louis

May 2024 | 3.9 GPA

B.A. Communication Design  
B.S. Psychological & Brain  
Sciences  
Minor in Writing

## Acknowledgments

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### NASAD Exhibition

Nov 2022

Works selected to represent  
Sam Fox School of Art &  
Design

### Howard Nemerov Writing Scholar

Aug 2020 - Present

Washington University in St.  
Louis' 4-year writing  
scholarship

## Tools & Skills

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Figma, InDesign, Photoshop,  
Illustrator, After Effects,  
Procreate, Robofont, HTML,  
CSS, PowerPoint, Excel

User Research, Competitive  
Analysis, Personas, Journey  
Mapping, Affinity Mapping,  
Information Architecture,  
Wire framing, User Testing,  
Usability Testing, Visual  
Design, Interaction Design,  
Content Design, Prototyp-  
ing, Mock-ups