

KRISTA ABBOTT

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abbottoriginal.com

SUMMARY

Senior multimedia designer passionate about creating original visuals and engaging promotions in a team environment to further the impact of a collective vision. Collaborative and execution-oriented expertise with a track record of driving project efficiency from concept to completion. Attention to detail, fresh and colorful designs, and the ability to synthesize campaign components are hallmarks of my work.

OBJECTIVE

Senior Designer in a people-centric and care-focused environment where visual problem solving, organized project management, and creative leadership is needed.

SKILLS

Project Management

Adobe InDesign

Canva

Adobe Photoshop

Digital Graphics

Adobe Illustrator

Asana

Typography

Creative Direction

FigJam

Adobe Lightroom

Illustration

ACCOLADES

2019 Maggie Award
2018 Annual
Report Design
Mississippi Hospital
Association

2018 Maggie Award
2017 Annual
Report Design
Mississippi Hospital
Association

EDUCATION

Bachelor of Arts, Illustration
Indiana Wesleyan University, Marion, IN
April, 2003

REFERENCES

References available upon request.

PROFESSIONAL HISTORY

Senior Graphic & Multimedia Designer – Forrest Health,
Hattiesburg, MS / Remote
2026–Present

Creative Content Developer – Forrest Health, Hattiesburg, MS
2025–2026

Graphic Designer – Forrest Health, Hattiesburg, MS
2017–2025

Leads creative team efforts within a Marketing & Communications team to strengthen health system branding through consistent visual identity, campaign execution, and oversight of junior designer deliverables.

Coordinates health system rebrand rollout updates in partnership with an external marketing agency and internal stakeholders.

Creates graphics for social media, digital advertising, system branding, and print, optimized for each platform to maximize clarity and engagement.

Manages graphic design project requests across the health system, collaborating with clinical staff to deliver highly effective, audience-focused marketing materials.

Builds and maintains strong relationships with vendors and stakeholders to deliver high-quality projects on deadline.

Graphic Designer – Copy Cats Printing, Hattiesburg, MS
2012–2017

Created print materials for Mississippi-based companies, including stationery, brochures, campaign flyers, posters, forms, programs, and books.

Maintained brand consistency across print materials for companies and organizations by adhering to established graphic guidelines.

Utilized preflight software and procedures to review customers' incoming files, ensuring all files were press-ready regardless of their original quality.

Sales Associate and Supervisor – Macy's, Bozeman, MT
2010–2012

Freelance Graphic Designer – Design & Print Interests, Milford, CT
2009–2010

Freelance Graphic Designer – G-III Apparel Group, West Haven, CT
2008–2009

Freelance Graphic Designer – Kirchoff/Wohlberg, Madison, CT
2007–2008

Production Staff/Team Lead – New England Typographic Services,
Bloomfield, CT
2005–2007

Junior Graphic Designer – Eklektos Design Studio, Waterbury, CT
2004–2005