



**Gabby Guenther**  
Designer

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## SKILLS

Adobe Illustrator | Adobe Indesign | Adobe Photoshop | Adobe XD | Adobe Premiere | Figma | Sketch  
HTML | Squarespace | Wordpress | InVision | Typography | Print Design | Web Design | Brand Strategy  
Keynote | Powerpoint | Mac & PC Efficient | Creatopy | Web Banner Ad Design | Email Design

## EXPERIENCE

### **Lowe's Home Improvement**

*Digital Creative Designer | Remote | Summer 2022 -*

- Responsible for the design and production of digital assets in support of Lowe's marketing priorities
- Primarily focused on Lowe's personalization marketing - developing email and digital assets that are dynamically customized to consumer preferences
- Creating reusable email templates in alignment with Lowe's brand standards
- Designing YouTube thumbnails, Social ads, and banner ads for various campaigns

### **Avenir Bold**

*Senior Graphic Designer | Raleigh, NC | Summer 2021 - Summer 2022*

*Graphic Designer | Raleigh, NC | Summer 2019 - 2021*

- Developed print and online ads while ensuring adherence to brand standards
- Created banner ads, websites, web pages, email campaigns, and social media assets
- Produced digital designs for banner sizing and versioning
- Designed logos and branding assets for new clients
- Worked as a Video Commercial Producer for UNC Children's Raleigh

### **Kompleks Creative**

*Junior Designer | Durham, NC | Summer 2018 - 2019*

- Developed logos, branding assets, and print designs for various companies
- Collaborated with developers to create websites of varying complexities
- Produced internal social media content and assisted in video production

### **Delta Air Lines X SCAD**

*Student Designer | Savannah, GA | Fall 2017*

- Selected to a team of students who developed a global, branded event to celebrate Delta's new employee uniforms, designed by Zac Posen, to over 30,000 employees in 16 select cities.

### **Mckinney**

*Studio Intern | Durham, NC | Summer 2017*

- Supported project management and designed company presentations
- Collaborated with interns to create an advertising campaign for a local business

### **Mainland Creative**

*Design Intern | Raleigh, NC | Spring 2017*

- Assisted with graphic design projects and collaborated on branding initiatives

## EDUCATION

**Savannah College of Art and Design | Bachelor of Fine Arts 2018**

## AWARDS

2018 GDUSA Package Design | 2018 SCAD Seession Finalist | 2018 Port City Review | Show Us Your Type