

ABIGAIL LOUGHLIN

GRAPHIC AND PRINT PRODUCTION DESIGNER

CONTACT INFO

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SKILLS

Art Direction
Package Design
Production Design
Corporate Design
Website Design
Typography
Photography
Branding
Creativity
Communication
Collaboration
Packaging Mock-ups
Project Management
Trend Research
Employee Training
Screen Print

TOOLS

Adobe Illustrator
Adobe Photoshop
Adobe Lightroom
Adobe InDesign
Marvel App (UX)
Microsoft Office Suite

EDUCATION

Bowling Green State University

Bowling Green, OH, May 2018

Bachelor of Science in Technology
Visual Communication Technology
Magna Cum Laude (3.82 GPA)

PORTFOLIO

aclportfolio.com

EMPLOYMENT

Art Director

Jan 2025 - Present

RMS International Inc., North Andover, MA

- Manage and creatively lead a team of designers specializing in licensed products for a variety of toy categories including plush, craft, games, figurines and novelty.
- Work closely with Creative Director, License Brand Manager, and Sales Managers on strategies for developing and marketing new products to firm's major customer base. Producing presentations and attending customer meetings.
- Provide creative direction and critique designers work to improve finished result and strengthen the designer's skills.
- Research and incorporate market trends within the industry and beyond to apply to product development.
- Estimate, prioritize, and enforce timelines across multiple ongoing projects to best complete with efficiency and accuracy.
- Exercise acute attention to detail during final proof of all work before sending to production; checking that regulatory requirements been met, adherence to production cost parameters, style guide compliance, etc.

Lead Graphic Designer

Mar 2023 - Jan 2025

RMS International Inc., North Andover, MA

- Guide my team in conceptualizing and developing games from design to production, give creative direction and critique team members work, focus on ensuring that consumers will understand the game play.
- Manage a team of designers to complete multiple tasks simultaneously in a very fast-paced environment and adjusting work assignments as priorities change.
- Create visually appealing artwork for products spanning from a single item to entire product ranges.
- Work closely with the Creative Director and Sales team to strategize new product concepts for major customers.
- Support Sales team by compiling products into catalogs and attending meetings with customers.
- Coordinate with Purchasing and Compliance teams to fulfill orders within cost parameters.

Graphic Designer

Oct 2018 - Mar 2023

RMS International Inc., North Andover, MA

- Member of creative team focusing on developing concepts into products with focus on games, toys, crafts, and STEM activities.
- Design product (game play, game contents, etc.) and its packaging while adhering to brand and licensing style guides.
- Solve packaging design issues, ensure compliance with legal requirements (warning and safety labels in multiple languages) while reducing impact on the artwork.
- Photograph products for package artwork and website content.
- Produce physical and digital mockups for presentations to prospective customers.
- Prepare package artwork, specifications, and technical packaging for factory production.