

# ABBY ZIU

MAY 1993 • PRESENT

SEPT 1991 • MAY 1993

JULY 1990 • SEPT 1991

APRIL 1988 • JUNE 1990

APRIL 1987 • APRIL 1988

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32095

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ABBYZIU1961@GMAIL.COM

## Graphic Designer/ Communications Consultant

Lenexa, KS • Merrimack, NH  
Bethlehem, PA

Currently working independently as a part-time graphic designer and marketing communications specialist, providing services to an diverse customer base. Work includes magazine publications, ads, brochures, newsletters, sales sheets, displays, packaging and more. Over 20 years of experience in the field of Marketing Communications and Graphic Design.

## Art Director/ Designer Taylor Creative Group Norwalk, CT

Art Director and Designer for clients in a variety of industries, including direct mail, corporate relocation and sales training. Created brochures, displays, advertisements, and direct marketing mailers from concept to completion. Extensive knowledge of the production and printing processes, as well as, design software programs including InDesign, Quark, Pagemaker, Photoshop and Illustrator.

## Communications Consultant- Designer Somerville, MA

Worked independently in graphic design and marketing communications producing brochures, ads, direct mail campaigns and various sales materials for clients in the software, educational, an industrial markets. Clients include Funk Software, Project Learn, Grewe Industries and Guardian Corporation. Recipient of PIA Award of Recognition for Excellence in the Graphic Arts (1998), PIA Certificate of Merit (2000) and NSPRA Award of Excellence (2000).

## Marketing Communications Manager Funk Software Somerville, MA

Implemented and managed the development of brochures, sales literature, direct mail campaigns, packaging and trade show materials. Worked closely with VP of Sales to determine effective marketing communications programs. Responsible for design concepts and implementation, including the purchase of artwork and printing. Produced Funk Software's first company catalog, over 300,000 copies distributed.

## Assistant Marketing Communications Manager Spinnaker Software Cambridge, MA

Developed new product packaging for computer software programs and educational videos by determining market approach and writing package copy. Worked with designers, photographers, illustrators and printers in collaboration to complete each project. Good juggling skills required with 2-3 products in development at one time. Also produced print ads and brand catalogs.

### ■ COMPUTER SKILLS

### ● DESIGN AWARDS

### ▲ EDUCATION

■ *Experience working in both Mac and Windows environments using Adobe Creative Suite, which includes InDesign, Photoshop and Illustrator. To view my portfolio of work, visit my website at [www.a2zgraphicdesign.com](http://www.a2zgraphicdesign.com).*

### ● DESIGN AWARDS

NSPRA, AWARD OF EXCELLENCE – 2000  
LEARN BROCHURE

NSPRA, AWARD OF MERIT – 1998  
LEARN LOGO

PIA, AWARD OF EXCELLENCE – 1993 & 2000  
LEARN BROCHURE



UNIVERSITY OF NEW HAMPSHIRE  
DURHAM, NH  
*B.S., Business Administration, May 1983*

MASSACHUSETTS COLLEGE OF ART  
BOSTON, MA  
*Certificate In Graphic Design, May 1991*

CHELSEA COLLEGE OF ART  
LONDON, ENGLAND  
*Summer Study, June-July 1990*